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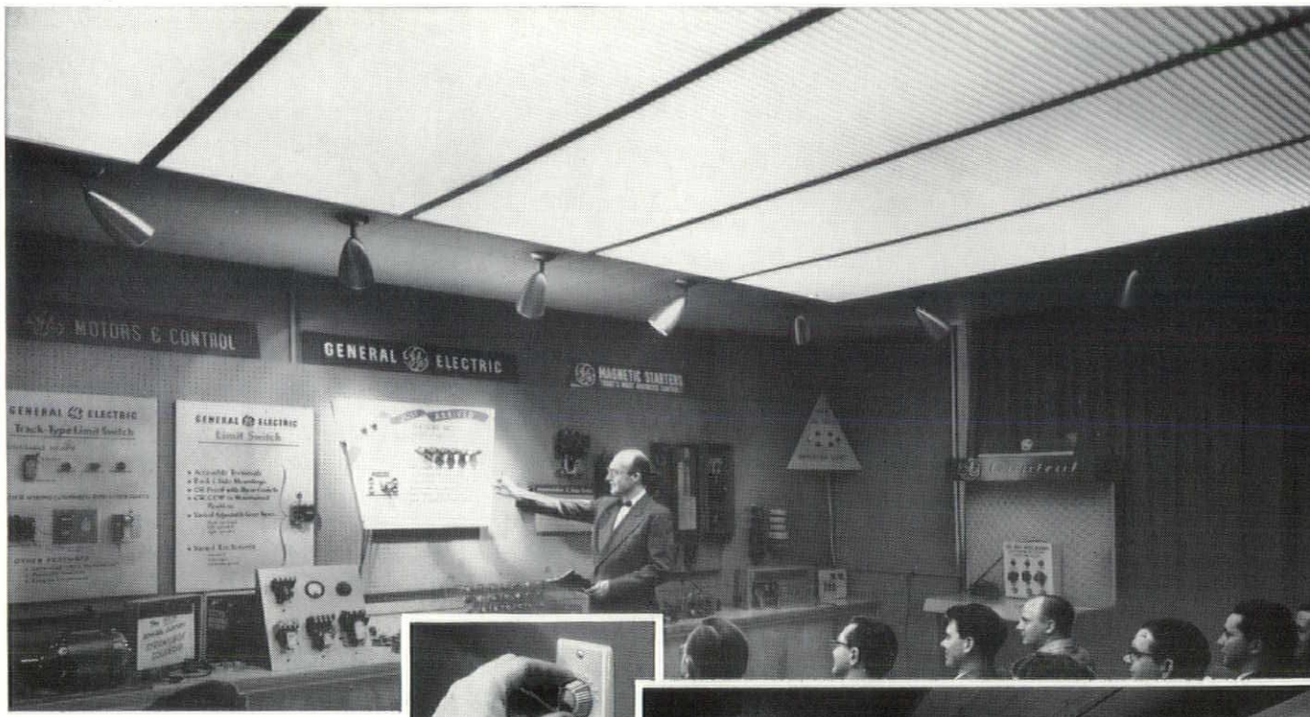

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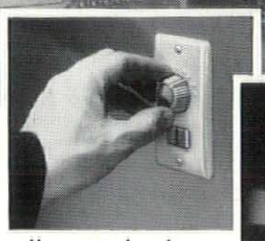

One wall control selects general illumination and turns on spotlights singly, by group or in a bank.

Elements in this sales conference room are distracting. Lights and windows glare, displays are unaccentuated.

Put the lighting on the Speaker's team

Mr. Marlin Ettinger, G.E. Apparatus Sales Division, Detroit, turned his problem over to B. H. Becker of the firm Wheeler and Becker Architects who consulted with an Edison Lighting Specialist.

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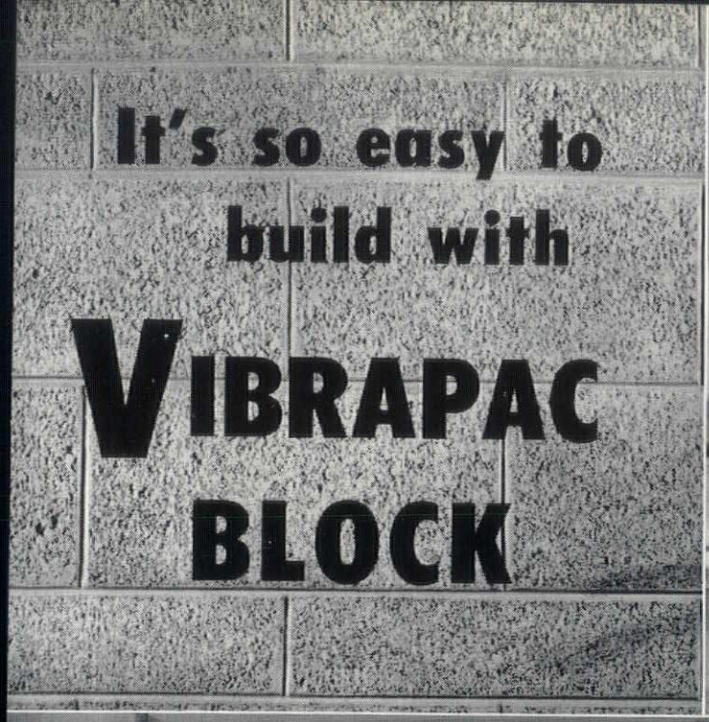

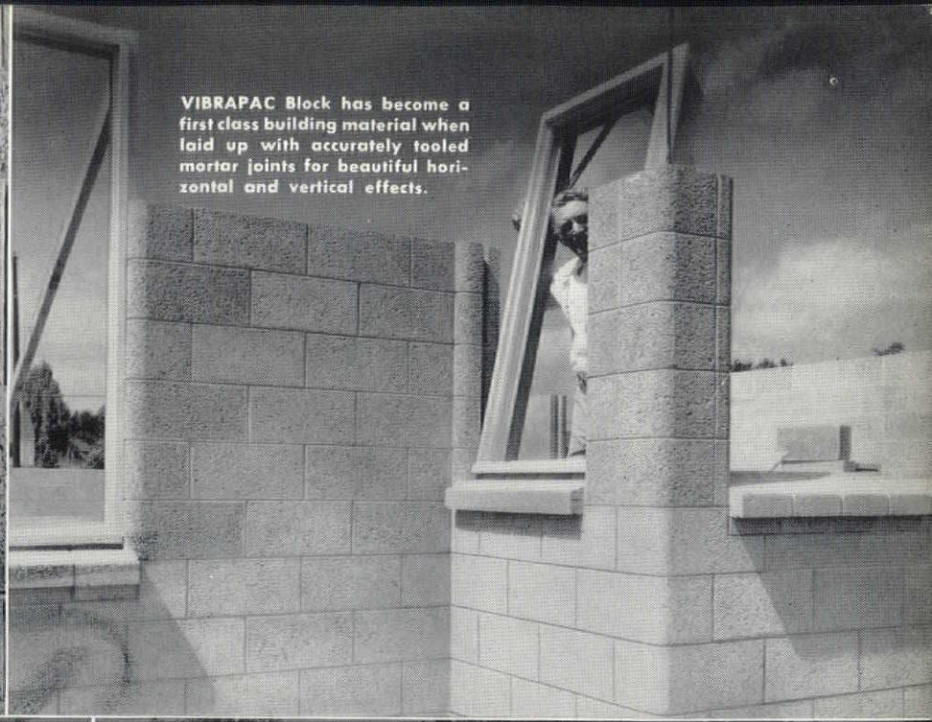

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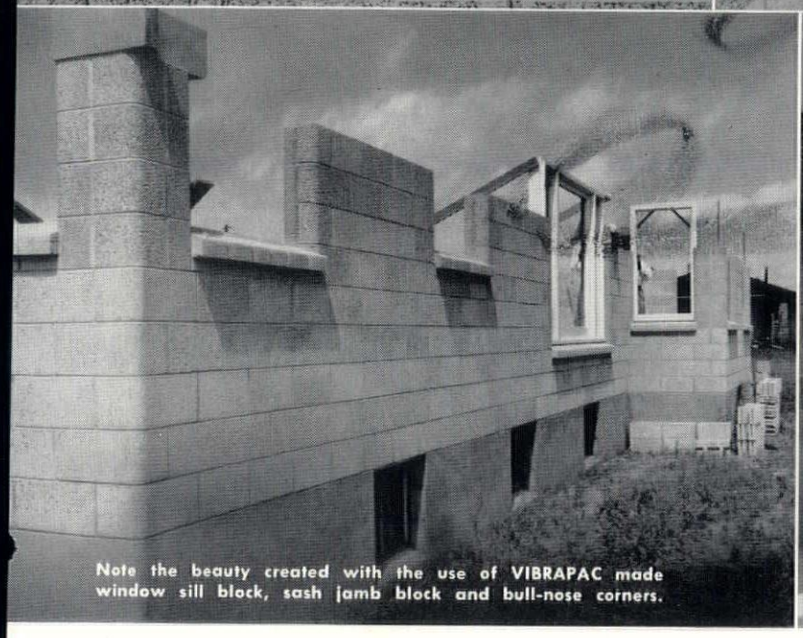

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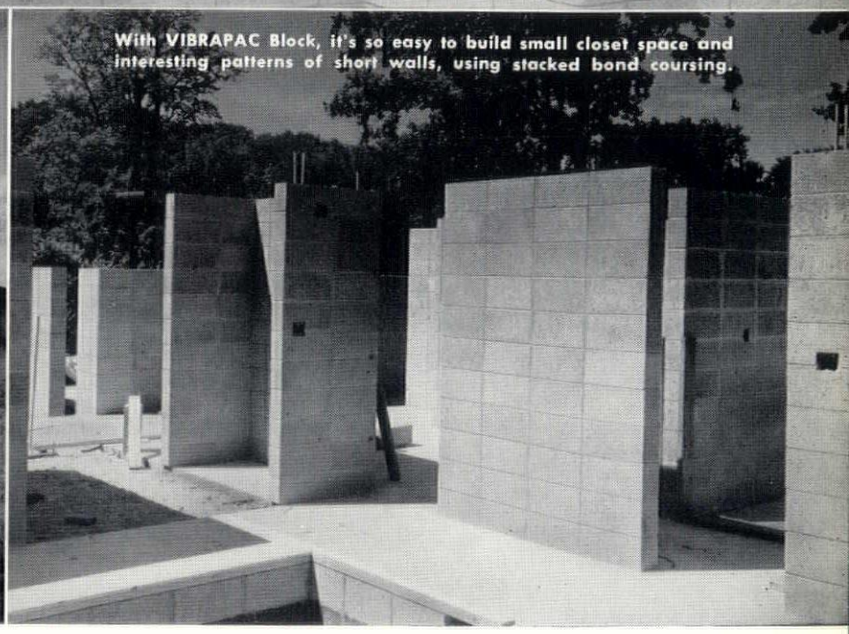

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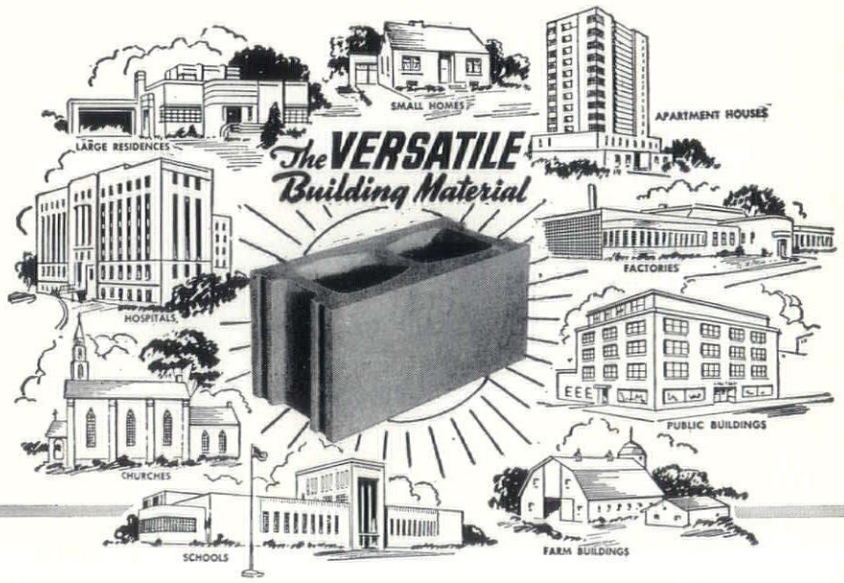

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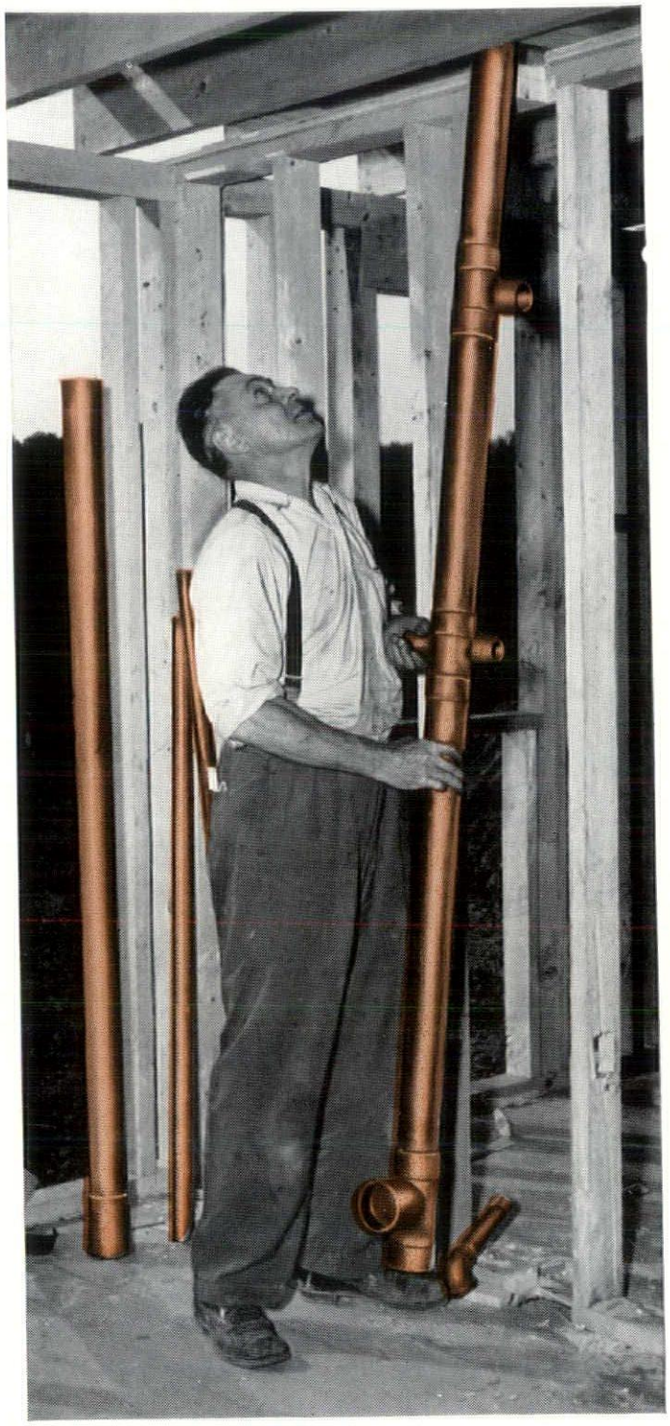

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Active Membership is open to those concerned professionally, with specifications and other documents for construction, while Associate Membership may be held by those who use specifications or qualify by being or having been engaged in the construction industry, and by students enrolled in accredited schools of architecture or engineering.

The Institute feels Michigan should be represented by a chapter or chapters and offers its assistance in the organizational work.

Those interested are asked to write Alger W. Luckham, 8303 Cloverlawn Ave., Detroit 4, Michigan.

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JULY—H. E. Beyster & Assoc., Inc.

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JUNE—Annual M. S. A. Roster (Alphabetical) & Western Michigan Chapter, A.I.A.

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MONTHLY BULLETIN

Michigan Society of Architects

120 Madison Ave., Detroit 26, Mich., WO 5-3680

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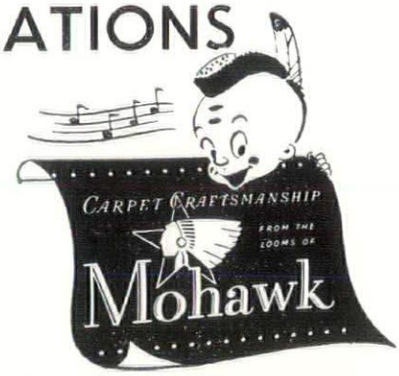

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A STATEMENT TO ARCHITECTS was issued recently to a list of architects by a school district in the Detroit area. It began: "The purpose of the following statement is to assist competing architects in making preliminary plans and estimates in order to enable . . . . Board to select an architect . . ." Then followed a rather complete program and diagramatic plot plan.

A member of the Detroit Chapter, A.I.A. informed the Chapter office that he interpreted it as an invitation to enter a free-sketch competition. A telephone call to the Supt. of Schools revealed that this was not the intention, and the Supt. immediately issued a bulletin to that effect.

PAID ADVERTISING by architects is a question that comes up each time there is issued a brochure announcing the opening of a building, a program or other similar publication.

Often times considerable pressure is used by such advertising salesmen. Recently an architect declined to advertise in a church publication, and was told that they were overrun by architects who wanted to advertise in it. Obviously, the grain of salt to be taken with this statement is a big one.

The Board of Directors of the Detroit Chapter, A.I.A. wishes to reiterate that the mandatory rules of the Institute absolutely forbid architects to enter into PAID ADVERTISING.

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The M. S. A. Board of Directors meeting at Birmingham Country Club the afternoon of May 11 was preceded by meetings of Monthly Bulletin, Inc., and the Biddle House Restoration Committee.

In addition to the reports of the usual standing and special committees, Edward G. Rosella reported finally on the 1955 Society Convention at Hotel Statler, March 9-11. The Board agreed that this was one of the most successful from every standpoint the Society has ever had. A vote of thanks was given Ed Rosella and members of his committee, and certificate for meritorious services will be issued to Ed. The report showed there were 395 registered at the convention, some events were attended by more than 400 persons, and 999 attended the banquet.

Adrian N. Langius reported to the Board on the Biddle House Restoration, and a campaign is being organized to more vigorously pursue this project by soliciting funds from architects. Members of the Society will soon receive a letter from Mr. Langius on this subject.

Phillip C. Haughey, chairman of the Publicity Committee, reported that the color sound movie, "Designs for Better Living" is now available for loan to members within the State of Michigan, and it is urged that they arrange for its showing before groups and make request for the film at Society headquarters. The Board believes it is essential that an architect be present when the film is shown, to introduce it and to answer questions.

Copies of the film are available to chapters and other groups outside the State of Michigan at a charge of $300. It cost $6,000 and a great deal of work on the part of Mr. Haughey and his Committee.

The film has been shown at the Society's convention, at State chapter meetings, the Great Lakes Regional Conference in Louisville, and at the Institute's Board of Directors meeting in Washington. Reactions have been very good.

A resolution was passed unanimously approving a letter of congratulation to Stanley F. Rozycki, who was recently elected a State Senator in Michigan. Stanley is a brother of our fellow member, Walter J. Rozycki, A.I.A., and a son of Stanley F. Rozycki, Sr., of Rozycki Brothers Company, general contractors, of Detroit. The new senator had an architectural education, and it is fortunate that architects and the building industry of Michigan have one representing them in high places whose background and training are such as to afford him a thorough understanding of our problems. Stanley is now president of Fireside Printing and Publishing Company, printers of the Monthly Bulletin for the past 25 years.

Frederick E. Wigen of Saginaw chairman of the 1955 Mackinac Midsummer Conference reported on plans for that event, which report follows.

mackinac

FREDERICK E. WIGEN, A.I.A., of Saginaw, chairman of the committee on arrangements for the Michigan Society of Architects annual midsummer conference to be held at the Grand Hotel on Mackinac Island, August 4-6, 1955 reports that, while the conference is being planned primarily as an outing there will be a seminar on plastics in buildings, conducted by a member of the Dow Chemical Company, and Prof. Ralph W. Hammett, A.I.A. of Ann Arbor will show color slides made on his recent sabbatical year in Europe. There will be cocktail parties Thursday, Friday and Saturday evenings.

An exhibition of twelve paintings, "Adventures in Time," sponsored by C. Allen Harlan and painted by the Detroit muralist Marvin Beerbohm, will be held at the hotel, and Harlan and Beerbohm will speak on the philosophy back of the project.

Adrian N. Langius, F.A.I.A., of Lansing, will be toastmaster at the banquet, closing event of the conference, and Harvey Campbell, Executive Vice-President of the Detroit Board of Commerce will be the speaker.

Room reservations for the event should be made direct with the hotel as soon as possible, Wigen said.

THE WORK OF FOUR MICHIGAN ARCHITECTURAL FIRMS is included in "Architecture—U. S. A.," a film report on contemporary architecture in America, release of which is just announced by The American Institute of Architects from its headquarters in the Octagon, Washington, D. C.

Among 62 leading architectural firms from throughout the U. S. included in the film are Alden B. Dow of Midland, Mich.; Victor Gruen & Associates, of Detroit and Los Angeles, Calif.; Leinweber, Yamasaki & Hellmuth, of Detroit and St. Louis, Mo., and Saarinen, Saarinen & Associates, of Bloomfield Hills, Mich.

Architecture—U. S. A. is a sound presentation of 140 color slides showing current architectural trends in schools, offices, factories, churches, homes and other types of buildings. It is the work of Ralph E. Myers, A.I.A., of the firm of Kivett and Myers, Architects, Kansas City, Mo.

In collecting photographs for the film, Myers traveled more than 50,000 miles and edited more than 10,000 color photographs of the nation's best architectural photographers. Initial impetus was given the project by a grant from the Arnold W. Brunner Scholarship of the New York Chapter, A.I.A., for "advanced study in a specialized field of architectural investigation." As a result of his success on the project, Myers has been awarded a second grant for additional work.

Architecture — U. S. A. has a running time of 26 minutes and may be shown with standard 16 mm. sound movie equipment. It has been planned for presentation before service clubs, schools, women's clubs and similar groups. It is also suitable for television use.

The film will be available in late June for release to the Institute's 117 chapters throughout the U. S., as well as to other organizations interested, and it may be obtained by applying to the A.I.A., 1735 New York Ave., N. W., Washington 6, D. C.

"ADVENTURES IN TIME" is the subject of an exhibit held at the Detroit Historical Museum through the month of May.

This series of paintings in full color was done for the Harlan Electric Company by Marvin Beerbohm, Detroit artist, and Dr. George Lechler, Wayne University scientist, illustrates epochs in the rise of man from a savage 500,000 years ago up to his present attainment.

"Adventures in Time" was a feature of the museum's current exhibition, "Health in Industry," designed to give Detroiters a better understanding of this great industrial metropolis of which they are a part.

The "Adventure" series was published in twelve issues of the Monthly Bulletin of the Michigan Society of Architects, and they brought from Henry T. Rowell, president of the Archaeological Institute of America the comment:

"The dissemination of knowledge about man's past and an indication of the lessons which can be learned from it is warmly welcomed by our Institute as proof that this function can be performed with dignity and conviction through the medium advertising."

W. S. ARRASMITH, A.I.A., of Louisville, Ky., has become a non-resident member of the Michigan Society of Architects.

Specialized in industrial and commercial work, Arrasmith has received certificates of merit for his design of bus terminals in several cities.

Arrasmith is registered as an architect in 16 states and by the National Council of Architectural Registration Boards.

WALTER POLLATZ AND PAUL SCHELL also have become non-resident members of the Society.

Pollatz practices architecture at 8725 Jackson Park Blvd., Wauwatosa, Wis. He is registered in his home State, Michigan, Illinois and Indiana.

Schell is senior partner in the firm of Schell, Deeter and Stott, of 1112 Clark Bldg., Pittsburgh, Pa. He is president of the Pittsburgh Chapter, American Institute of Architects, and a director of the Pennsylvania Society of Architects.

DONALD Q. FARAGHER and Fred D. Kay have become non-resident members of the Michigan Society of Architects.

Faragher is a member of the New York State Board of Examiners of Architects; Kay is a member of the firm of Barry & Kay, Architects, of Chicago, Ill.

western michigan chapter

PRODUCERS' COUNCIL, MICHIGAN CHAPTER was host at a meeting of the Western Michigan Chapter, The American Institute of Architects at Hotel Olds, Lansing, the evening of May 16.

One hundred and fifty-five were present—70 architects and their guests and 85 producers and their guests—who viewed the Producers' table-top exhibits from four to six P. M., then enjoyed a social hour until dinner at 7:30.

Hubert W. Van Dongen, president of the W.M.A.I.A. Chapter conducted a business meeting and introduced officers of his Chapter and of the Producers' Council.

Speaker of the evening was Dr. Clyde Cairy of the Veterinary Department, Michigan State University, who demonstrated some amazing acts of memory and mind-reading. Dr. Cairy circulated in the audience, blindfolded, and indentified objects that were held near him. He also memorized words, serial numbers, etc. that were given him, without any visual aid. The act was absorbing and most entertaining, as was attested by the rapt attention of the audience.

Elmer J. Manson, president of the Michigan Society of Architects, gave the audience a resume of the Biddle House Restoration Committee's project, and he urged architects to cooperate by making contributions. Mr. Manson said that, since the architects had initiated this project, it was up to them to lead the way with contributions, if they expected others in the building industry to follow.

Chase Black, program chairman, announced that there would be no other chapter meetings until September 19.

It was intended that the M.S.A. color motion picture, "Designs for Better Living" be shown at this meeting but the lateness of the hour prevented.

Announcement was made of newly elected corporate members as follows:

Howard E. DeWolf, East Lansing; Florence H. Dyer, Lansing; Wayne C. Hatfield, Benton Harbor; Richard C. Lane, Battle Creek; David E. Post, Grand Rapids; Dixon S. Wilson, East Lansing, and George N. Williams, Battle Creek.

Delegates named to the A.I.A. 87th annual convention in Minneapolis, June 20-24 are Elmer J. Manson, Brice McMillen, Peter Vander Laan, and Hubert W. Van Dongen.

F. W. DODGE CORPORATION has opened a plan room at 640 Eastern Ave., N. E., Grand Rapids 6, Mich., it is announced by Marvin J. Brokaw, Dodge District Manager with offices in Detroit.

The new service is intended to enable architects in the Western Michigan area to obtain a greater range of bids and to minimize congestion and work interruption in the offices, Brokaw said.

---

fifth annual honor awards

Merit Awards

Institutional

Married Student Housing, Michigan State College
Manson and Carver, Architects, Lansing, Michigan

Commercial

Community Lumber Co., Grandville, Michigan
OBryon and Knapp, Architects, Grand Rapids, Michigan

Residential

Lawrence Anderson Residence, Gull Lake, Michigan
Haughey and Black, Architects, Battle Creek, Michigan

Mention Awards

Institutional

Collins Elementary School, Grand Rapids, Michigan
OBryon and Knapp, Architects, Grand Rapids, Michigan

Residential

Emil Svinicki Residence, Jackson, Michigan
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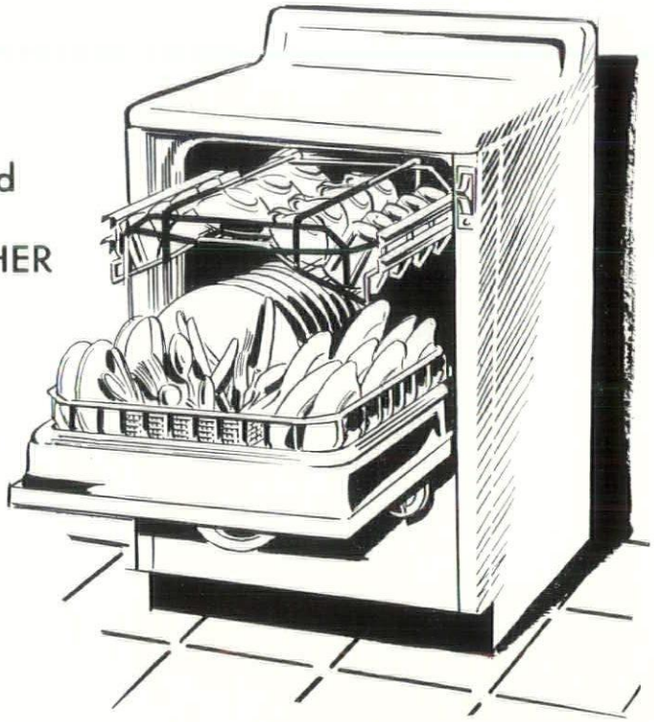

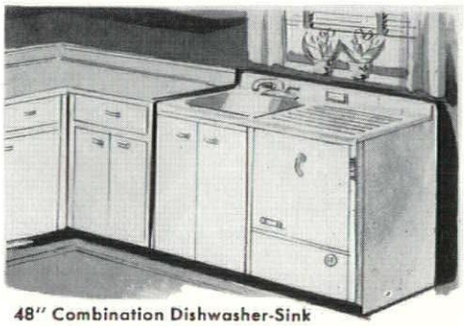

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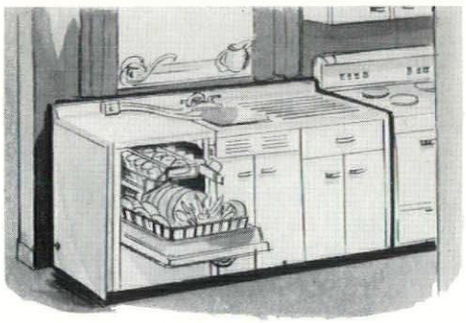

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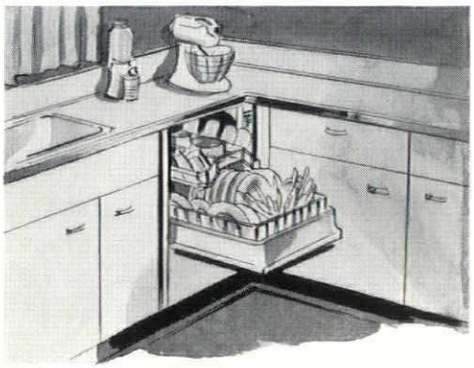
(Model KD-21)



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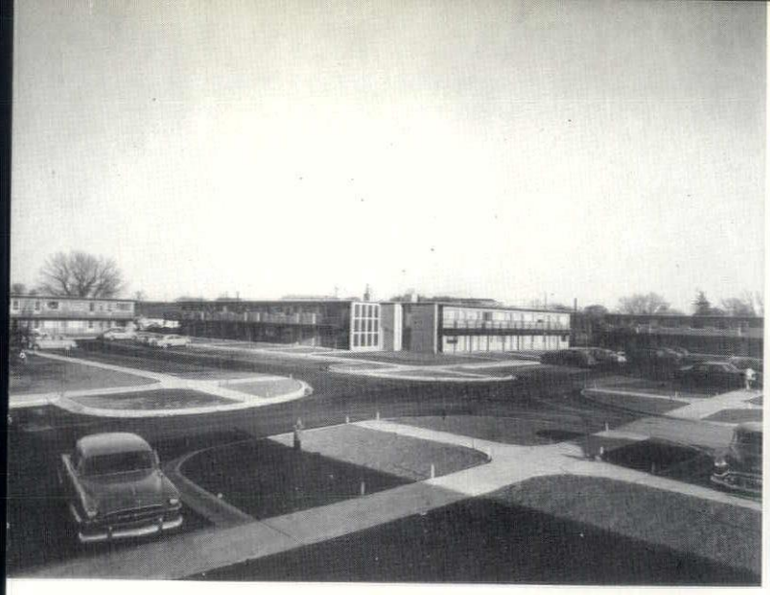

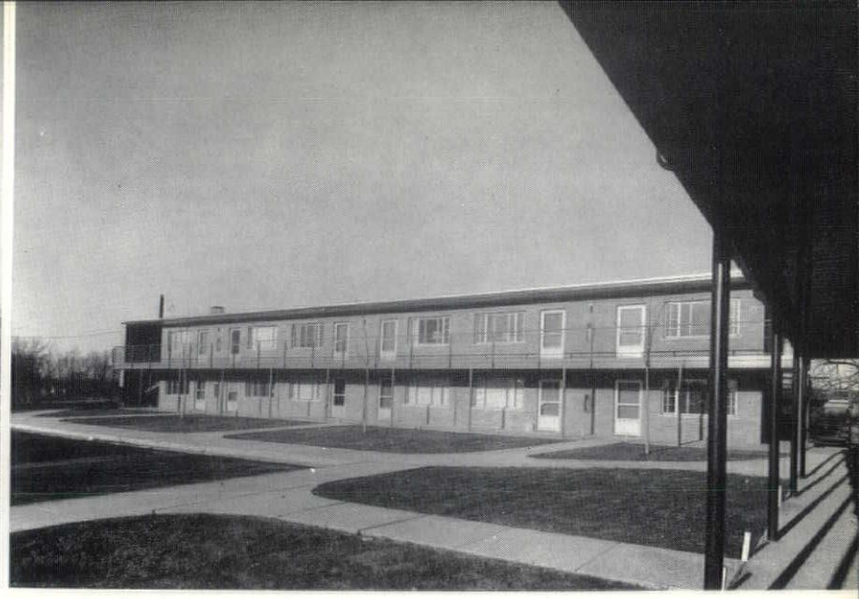

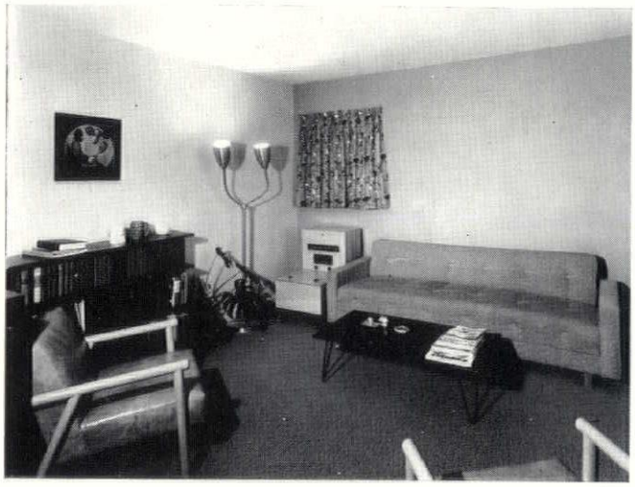

Married Student Housing
Michigan State College
East Lansing, Michigan

Manson & Carver, Architects
Lansing, Michigan

Institutional
Merit Award

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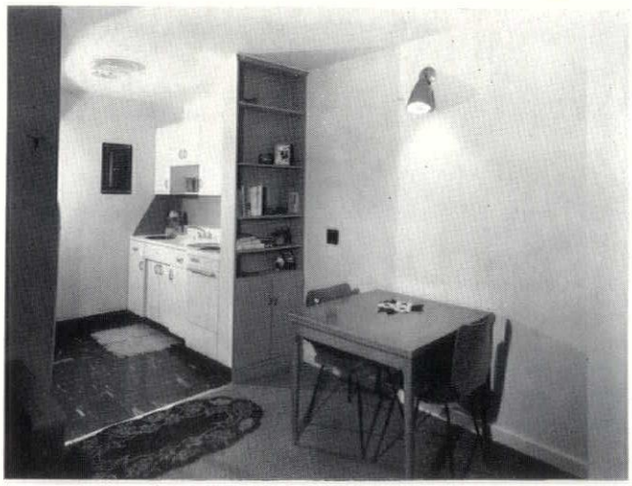

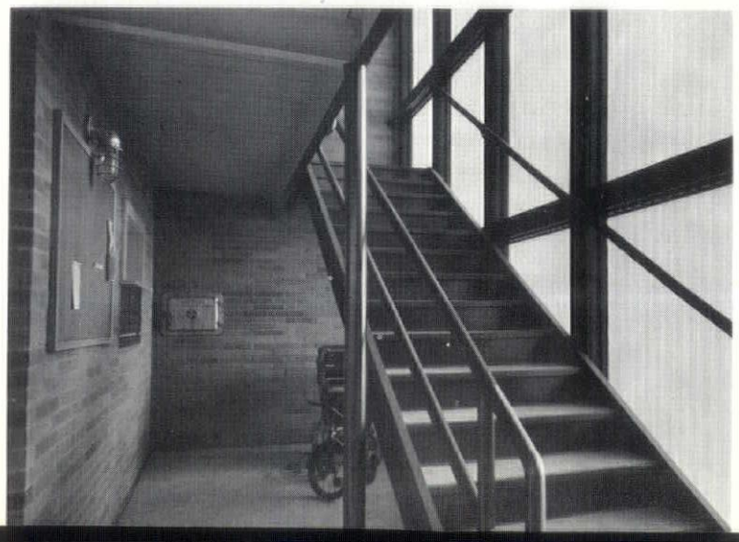

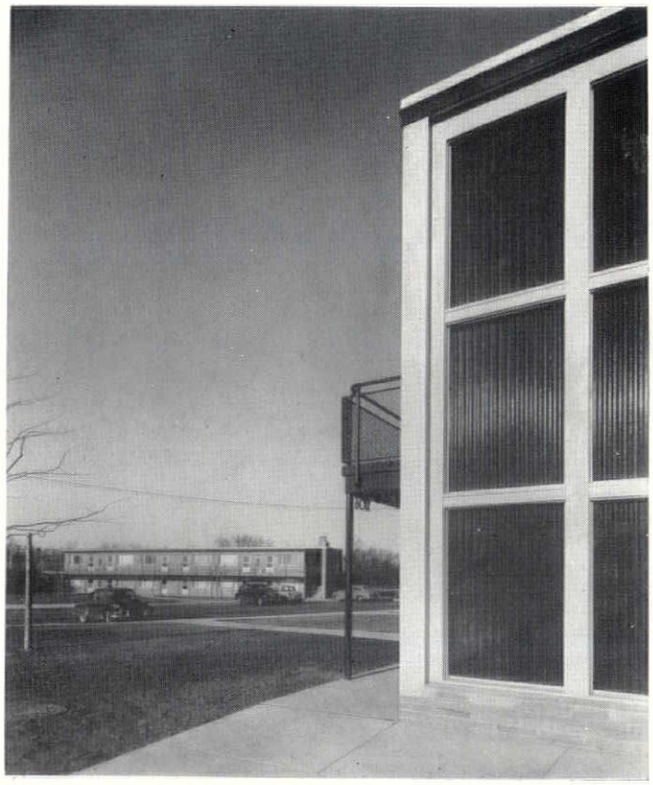

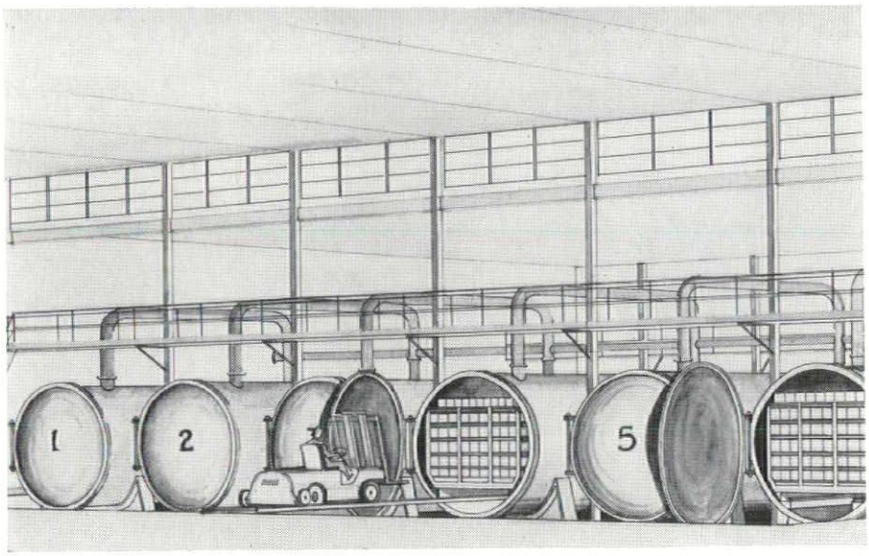

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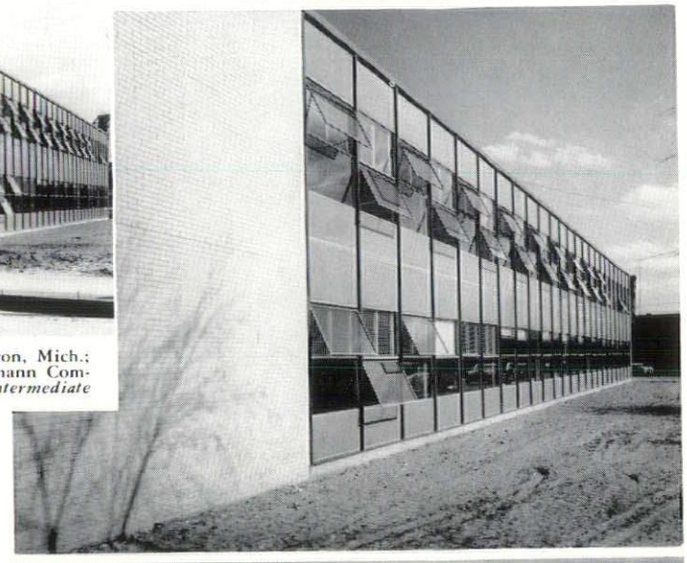

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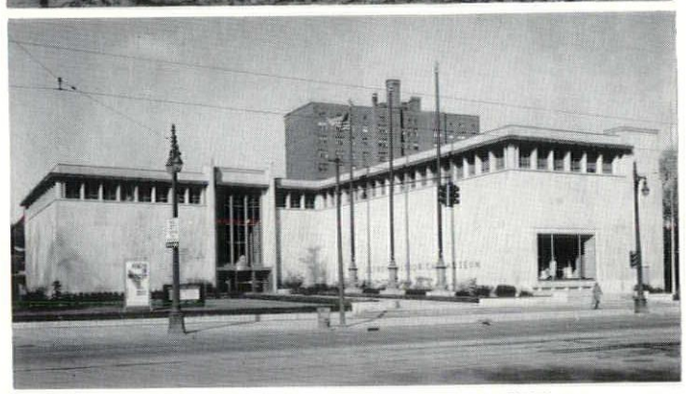
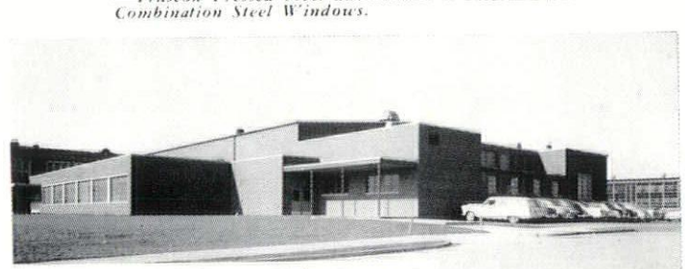


Detroit Historical Museum, Detroit, Mich.; William Edward Kapp, Archt.; O. W. Burke Co., Gen Contr. —*Truscon Pressed Steel Sub-Frames & Intermediate Combination Steel Windows.*



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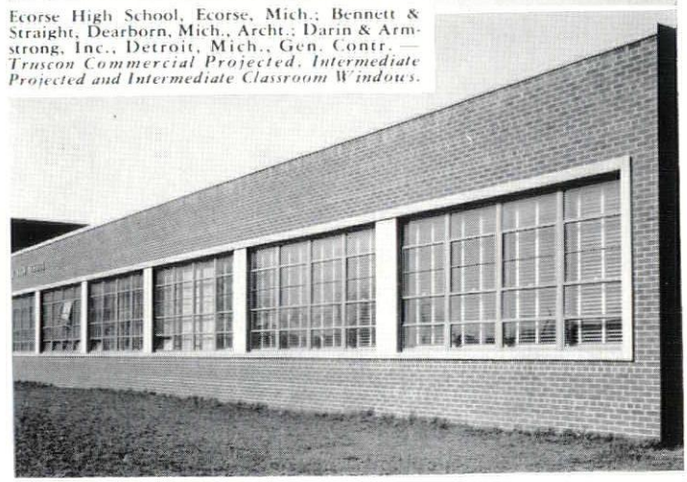

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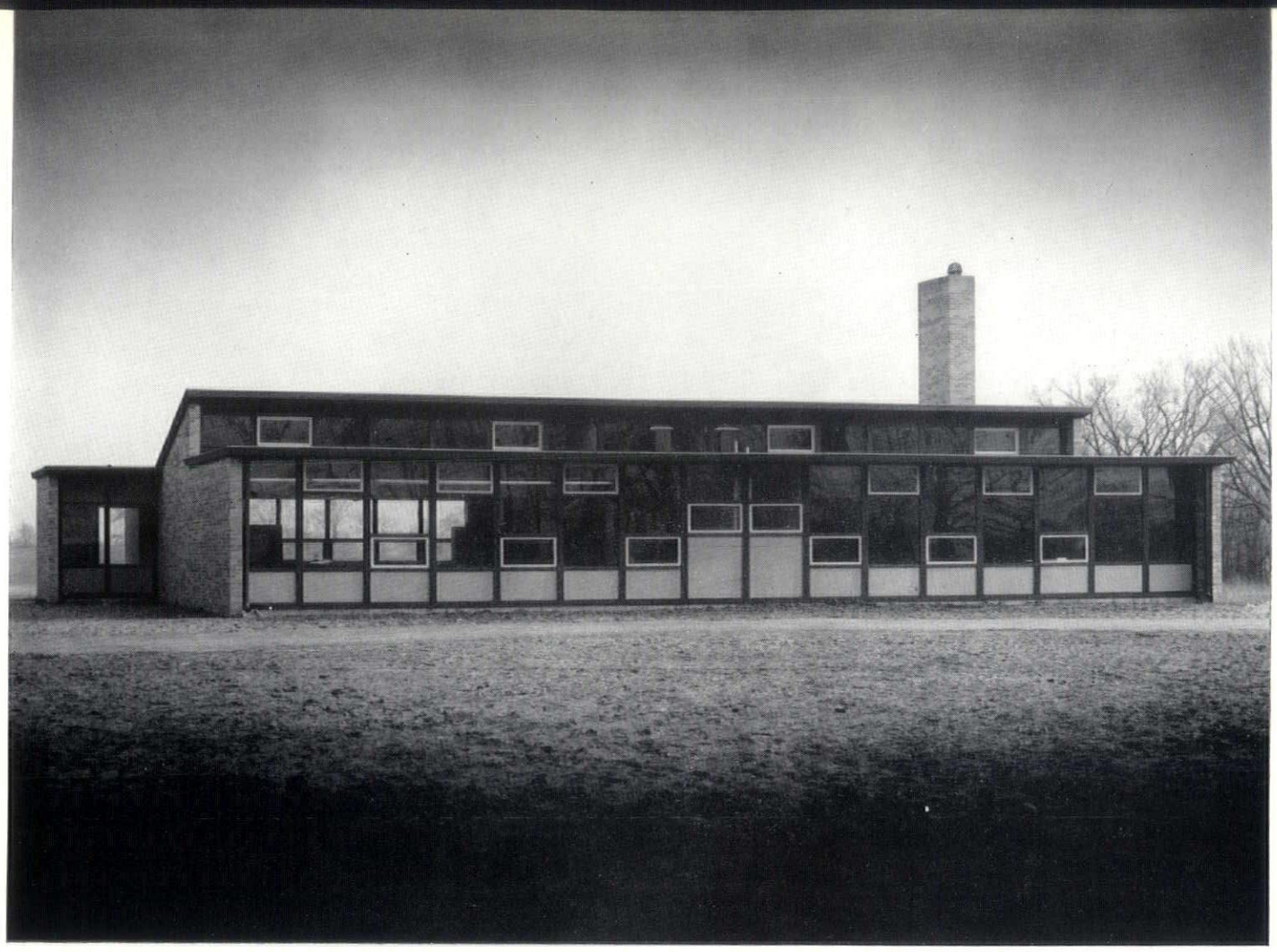

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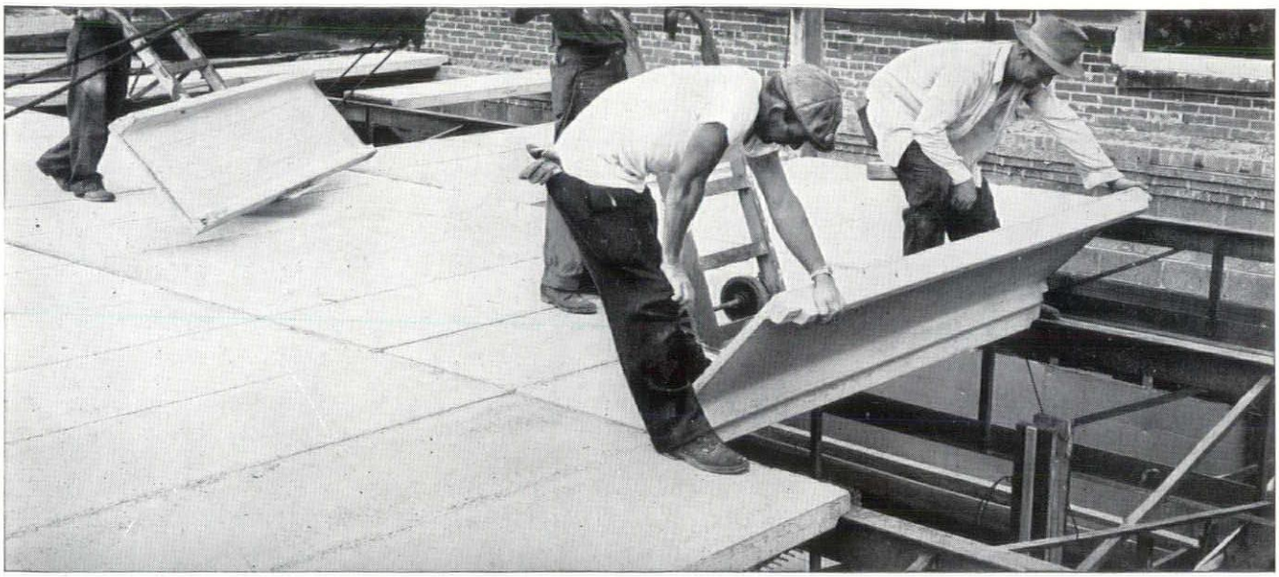

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Jackson, Michigan

Emil C. Svinicki, Architect
Jackson, Michigan

Residential
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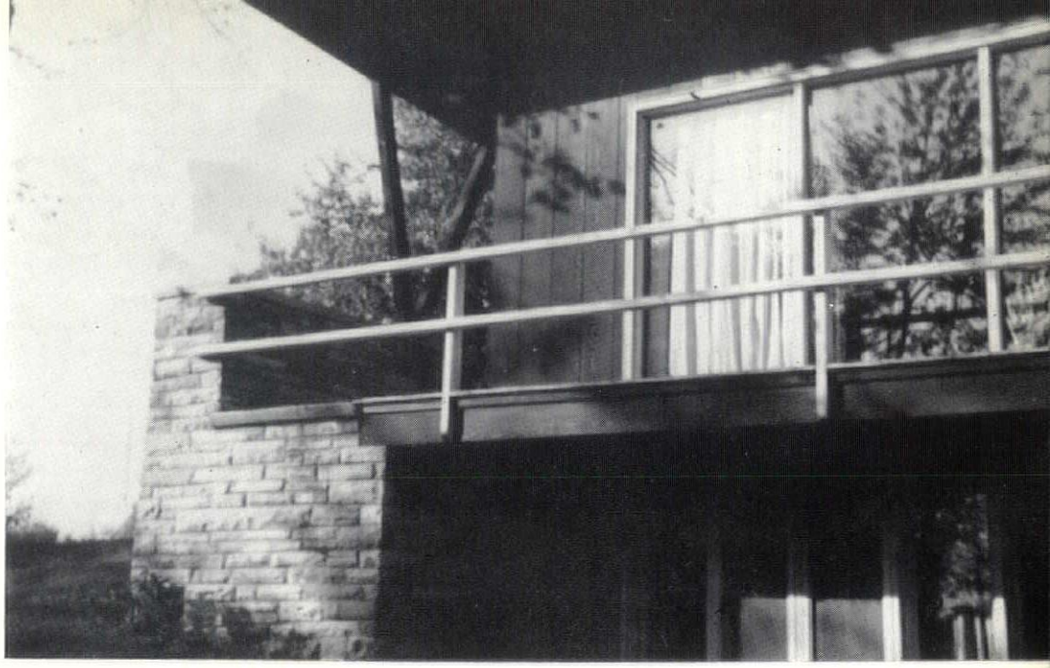

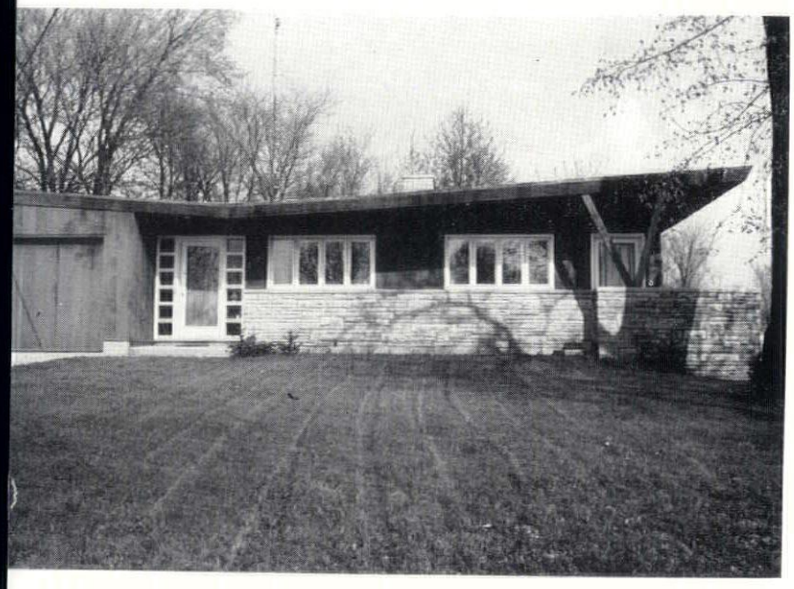

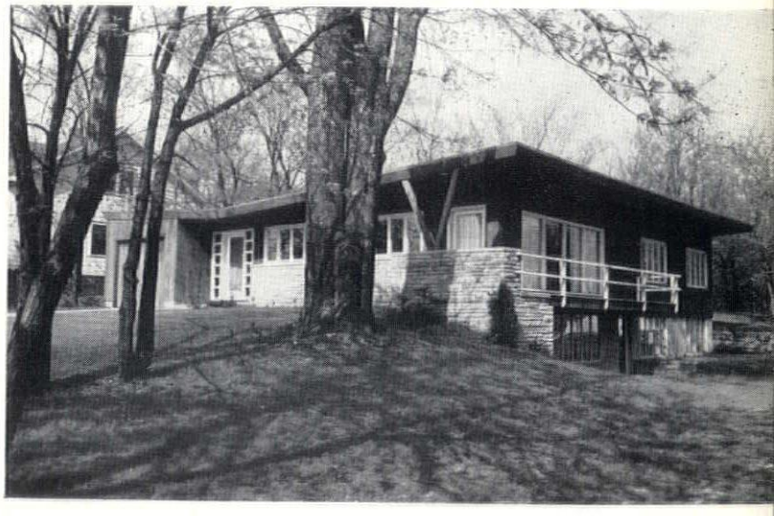

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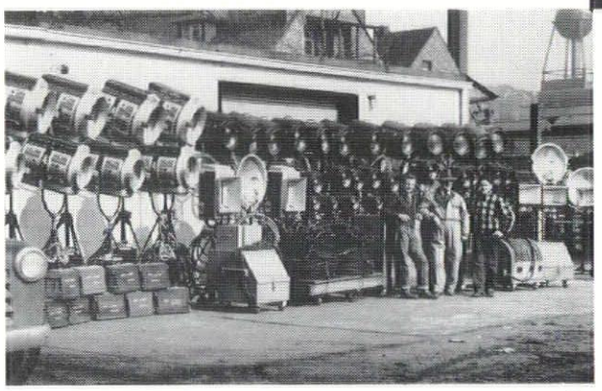

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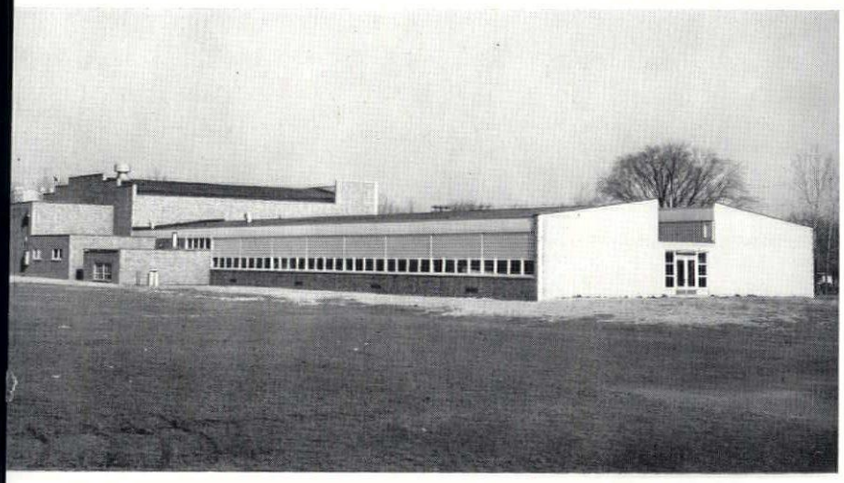

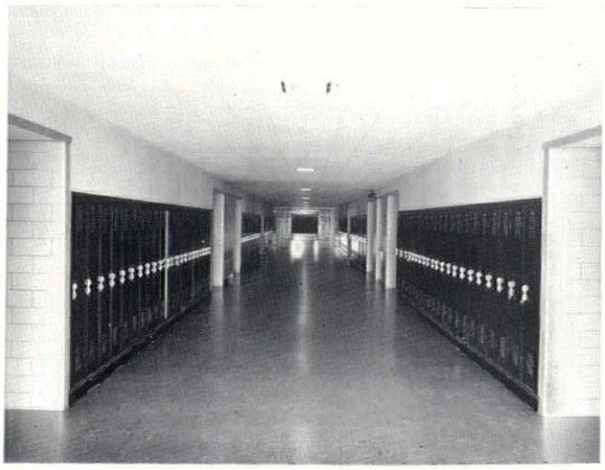

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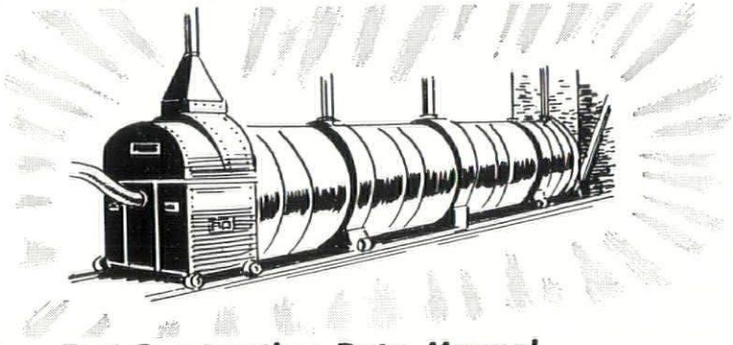

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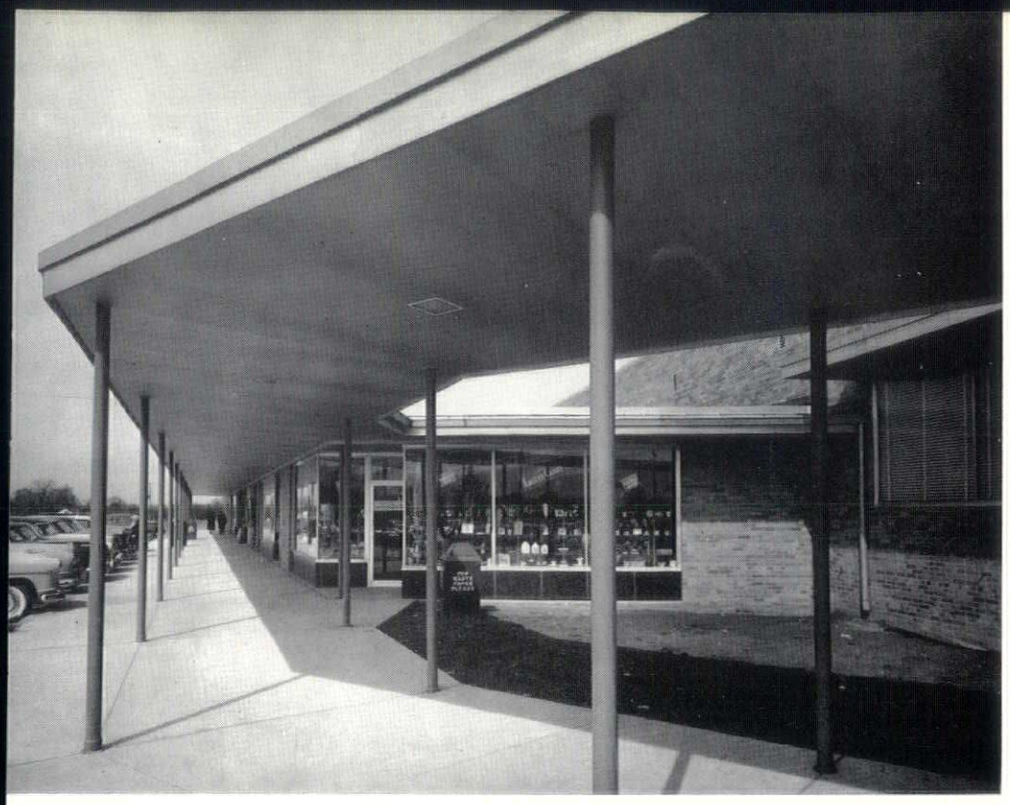

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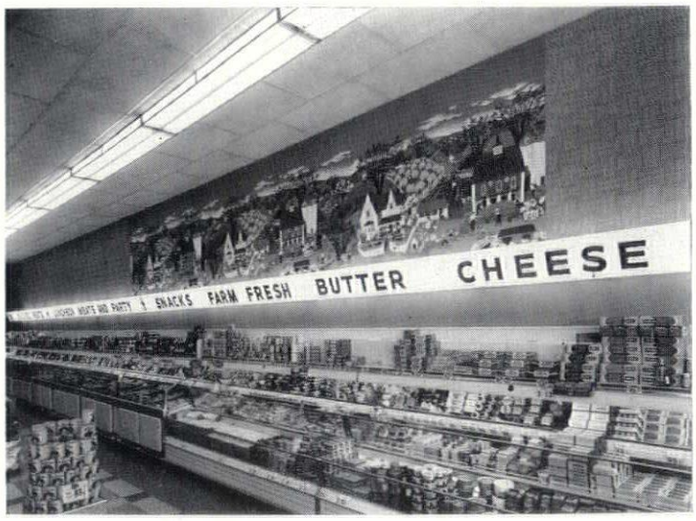

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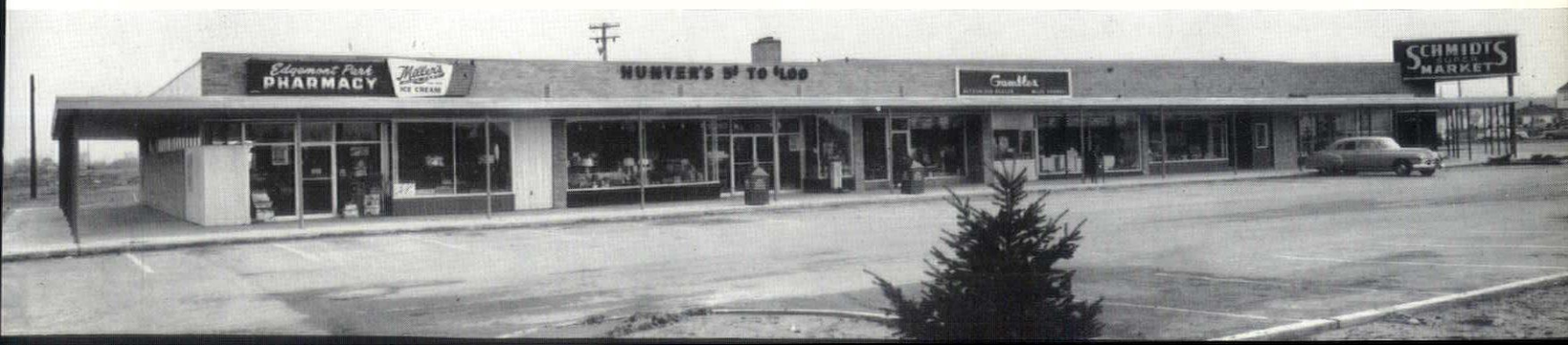

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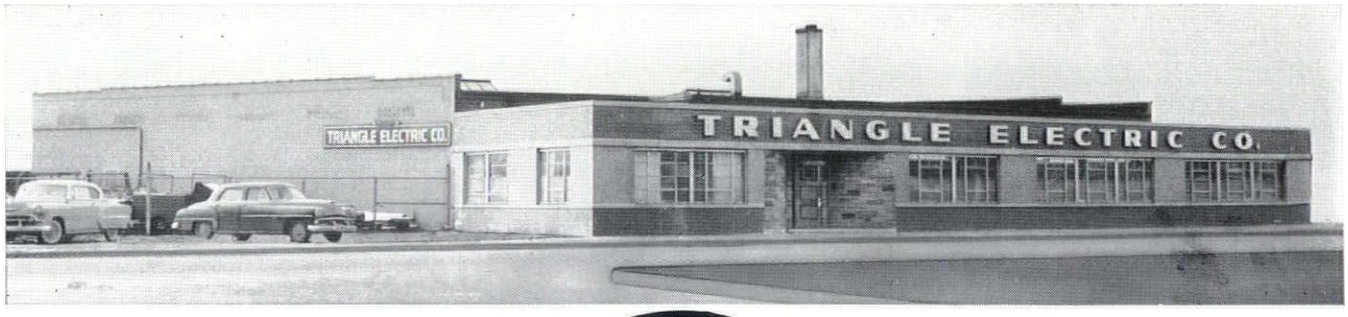

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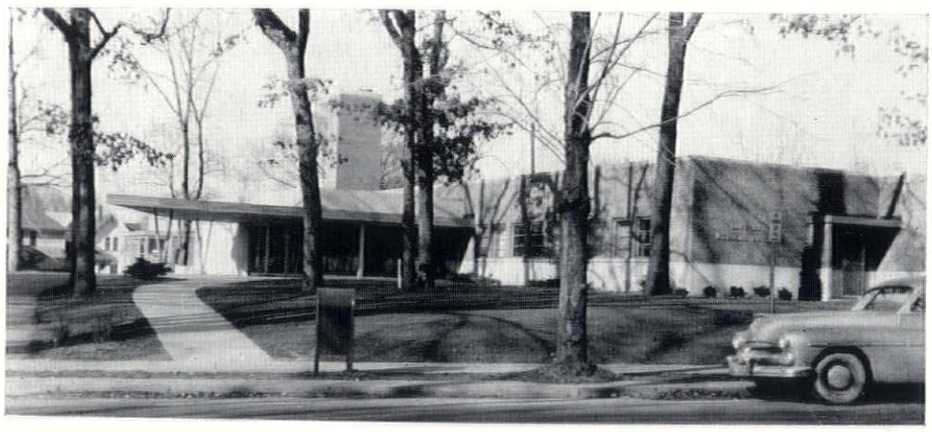

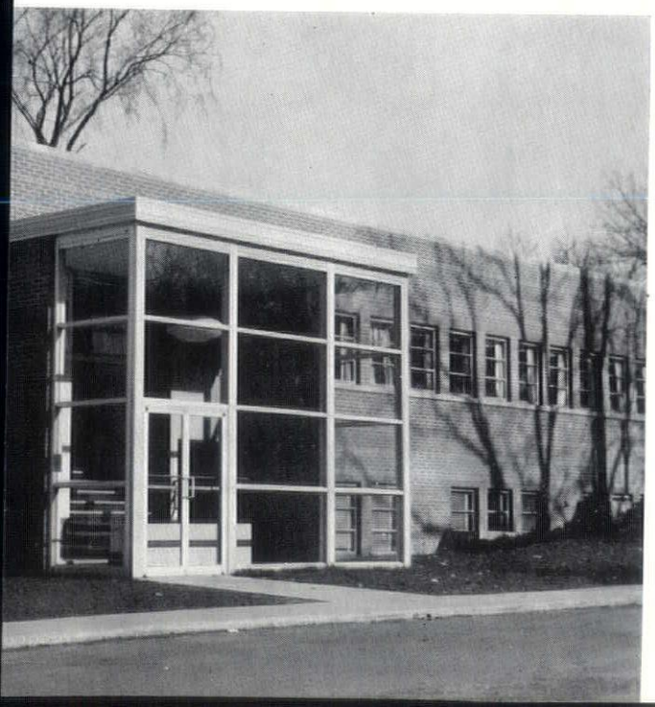

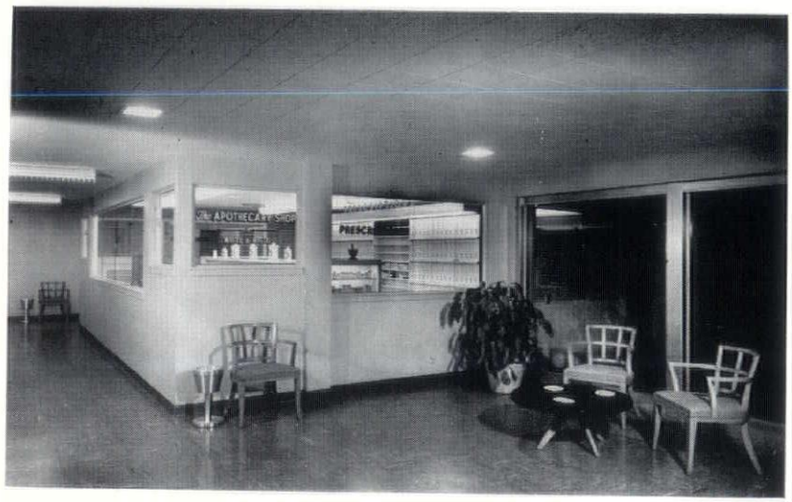

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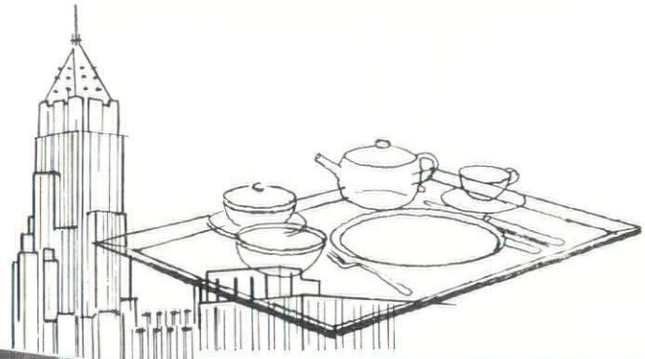

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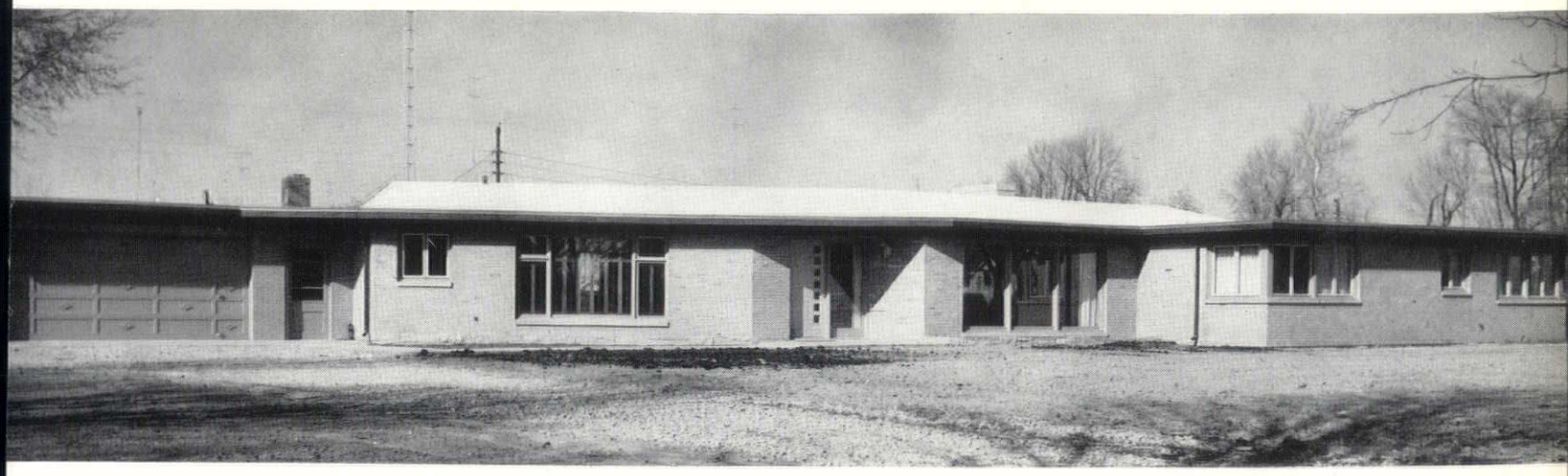

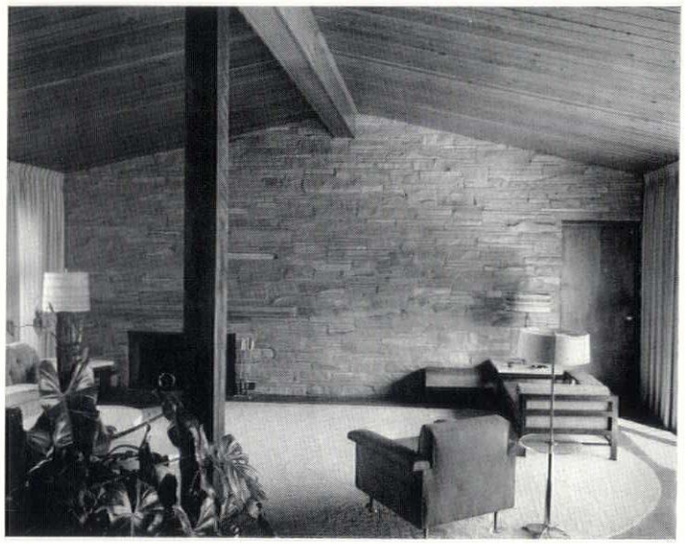

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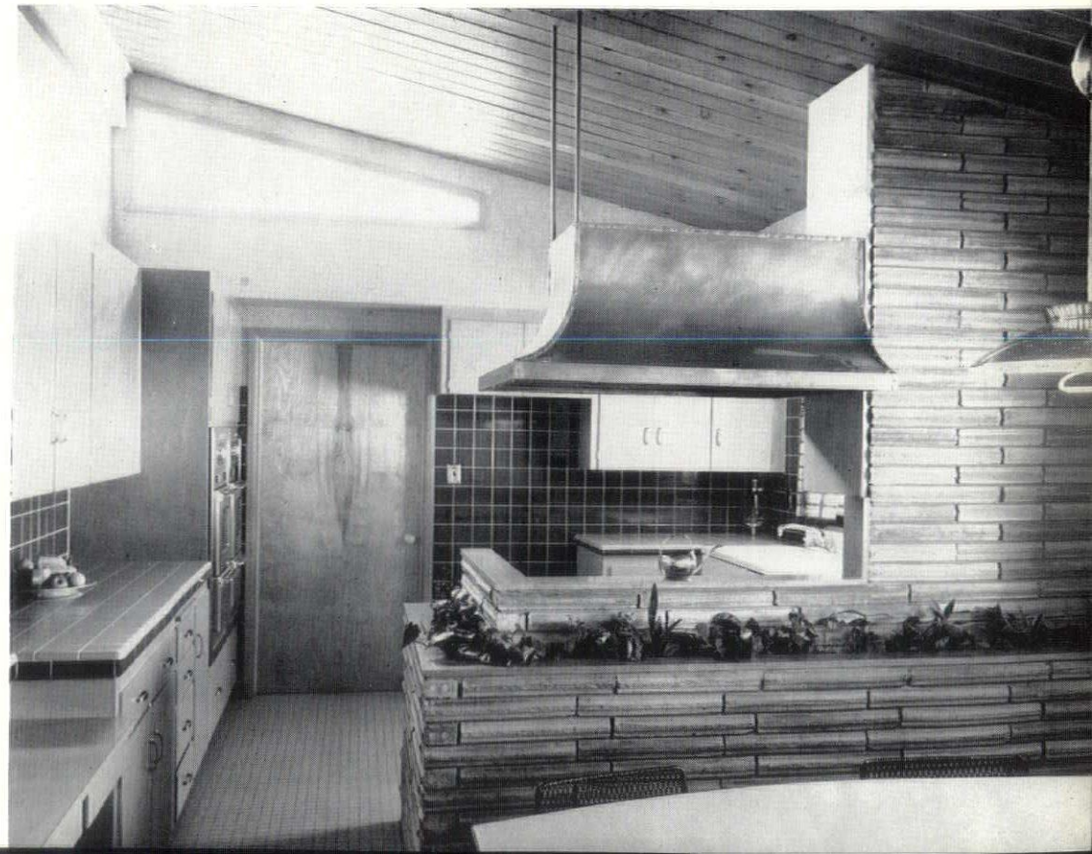

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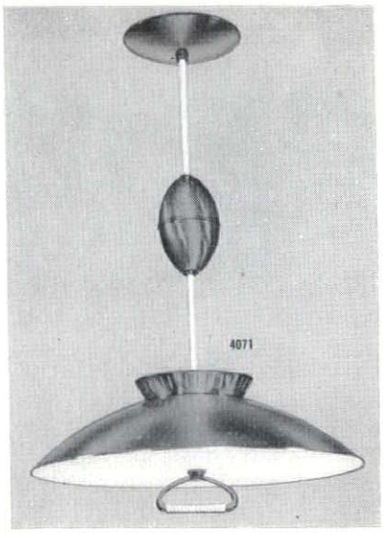

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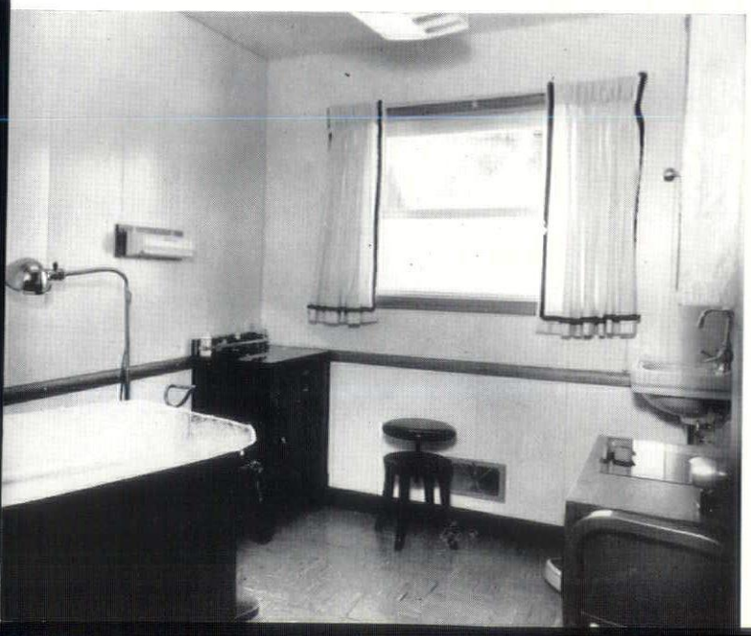

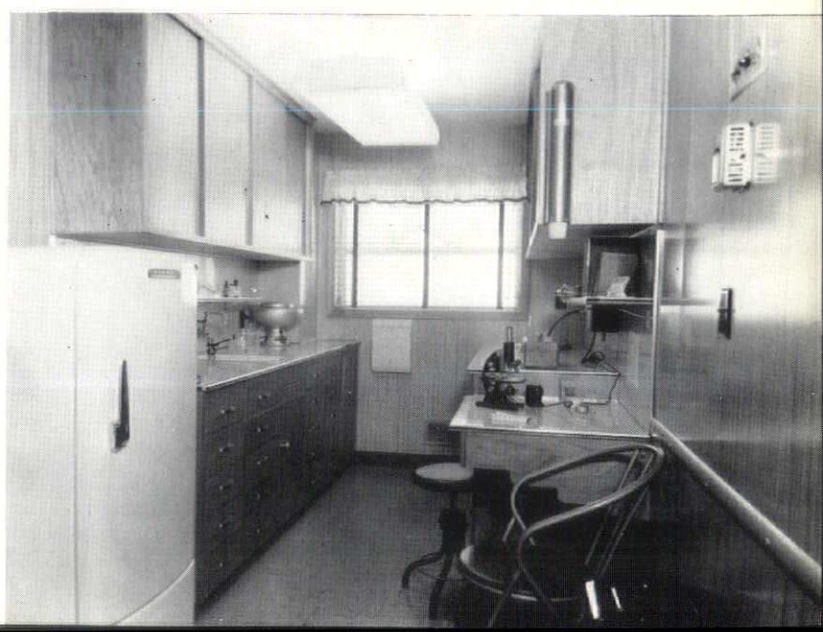

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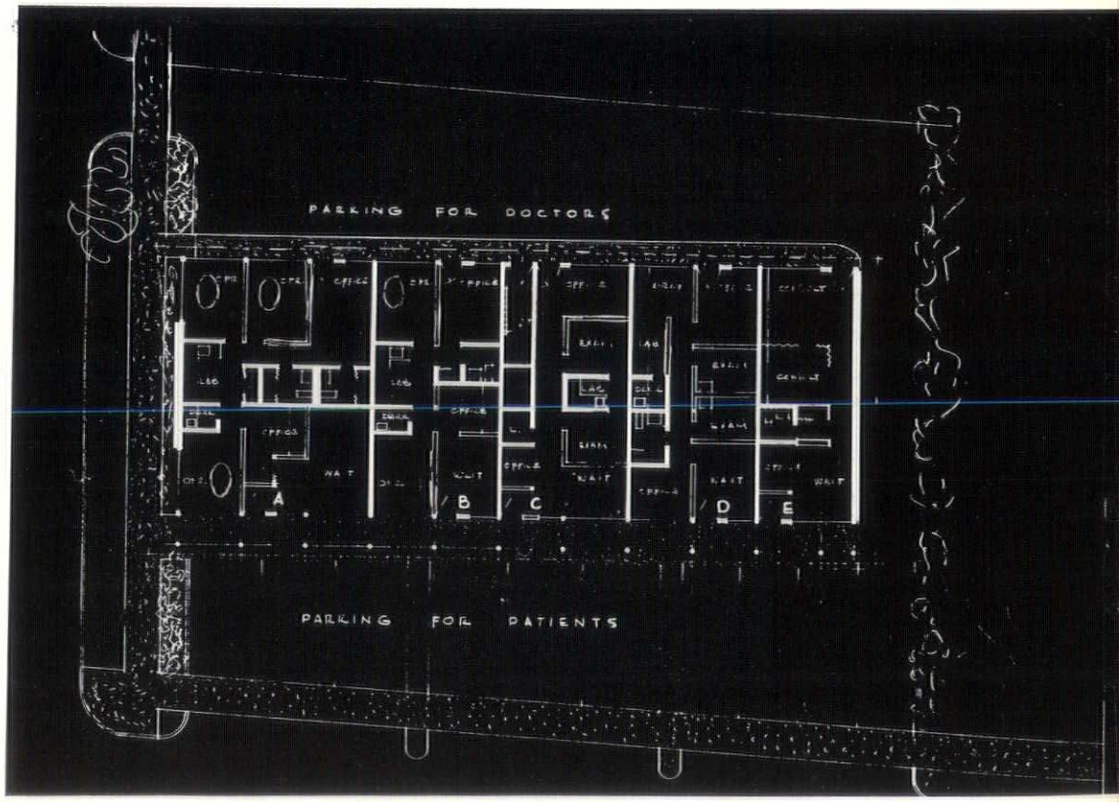

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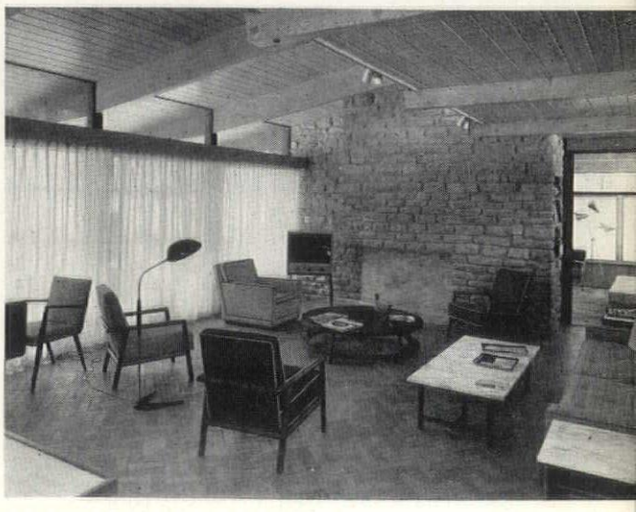

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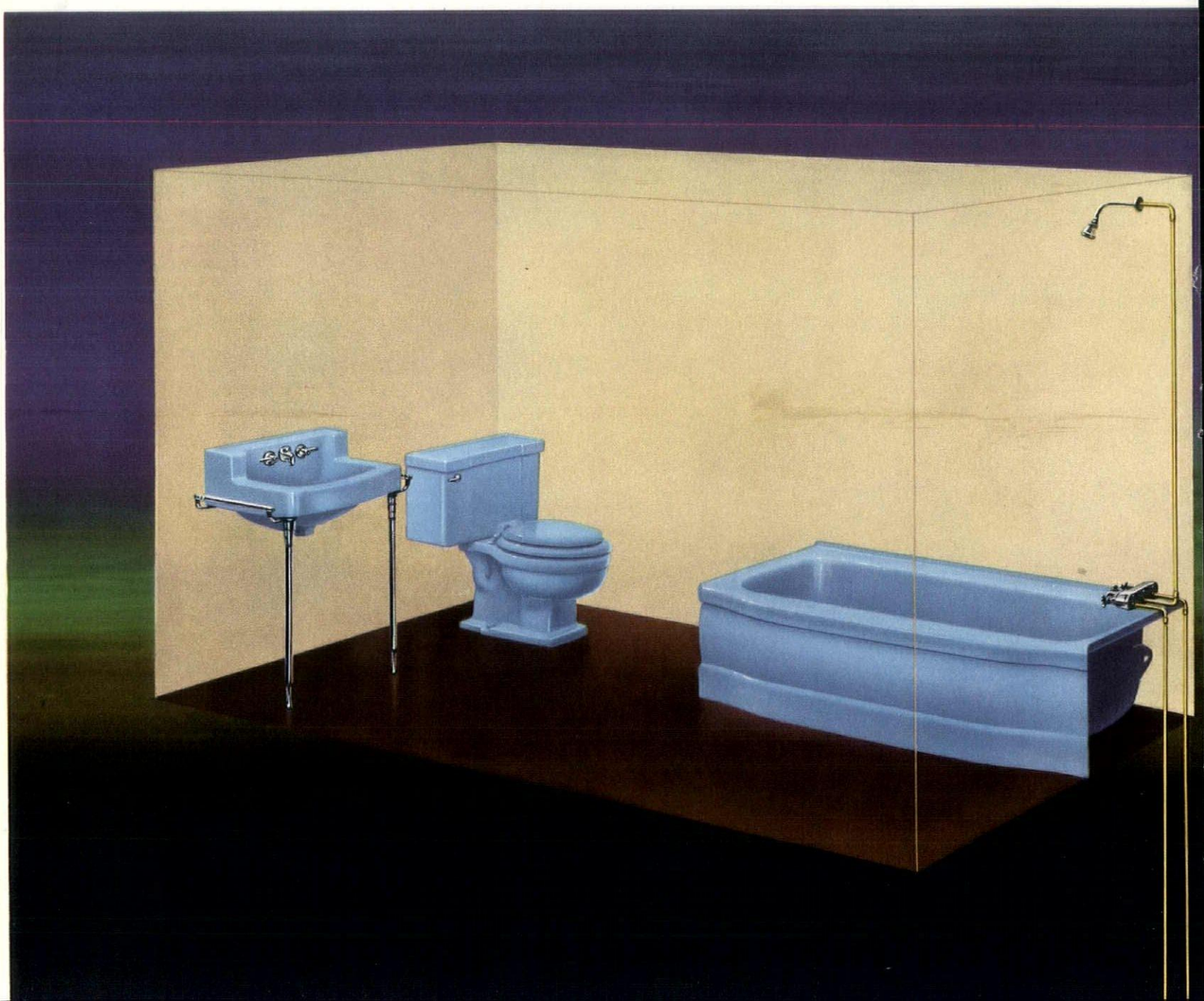

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Briggs colors complement any type of home—any decorating theme

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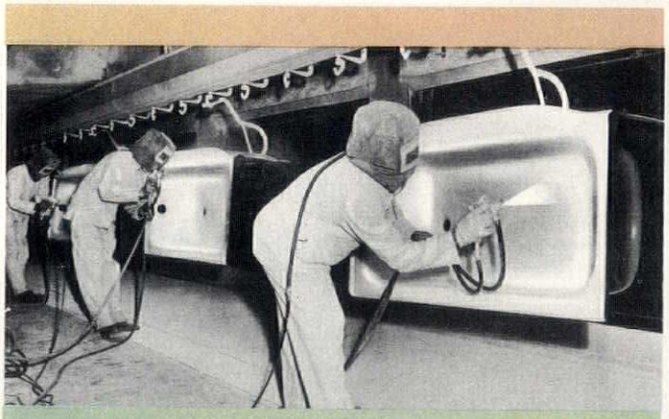

Briggs Beautyware finishes are fadeproof and stainproof

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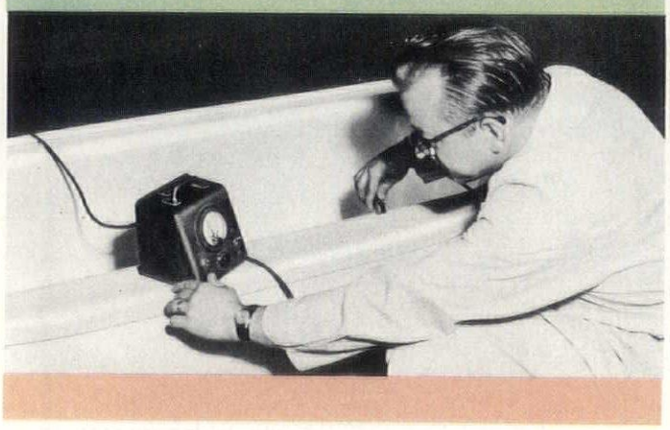

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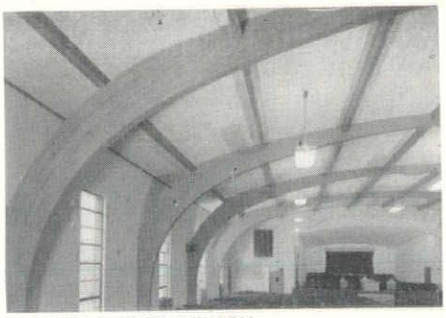

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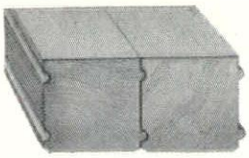

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detroit chapter meeting report

On May 24th Edwin Bateman Morris, A.I.A., of Washington, D. C., President of The Tile Manufacturers' Association, Inc., spoke to the Detroit Chapter on the general subject of color in architecture, illustrated with slides of buildings featuring color. Mr. Morris emphasized the fact that his talk and his pictures did not pretend to be a careful and far-reaching dissertation upon the subject of color but was intended, rather, to emphasize that, since in architectural design modeled ornament is now expensive and generally out of key, ornament in color may be the modern answer to the problem of creating a focus or eye-catcher.

This thought had been brought to his attention some years ago by several architectural students who were searching for trends. If, they argued, one of the great technological advances in recent years had been weather-proof exterior color materials, why not use them, to add speed and alcoholic content to the design. You cannot make a Tom Collins, they asserted, with just water and a half-lemon. Neither, they felt, can you continue to do architecture solely by juggling glass and smooth masonry in different patterns and relative proportions. There has to be a punch-line, a wallop.

The thought was that the old army game of the nineties to use as focus-fixer a swag of petrified flowers or a panel of Hawaiian pineapples was no good any more. Yet it was logical to believe that you had to have an old right-hook to put the public into a pleasant dreamy mood.

Color, they thought, might be the answer. The heck, they said, with this conserved pineapple and this say-it-with-flowers. It was an expensive way of saying not very much. So, instead of a spot of still-life, the suggestion was a spot of color.

Mr. Morris, following this conversation, decided to search about and see whether such an idea was one of the inspirations and urges now coming to architects, and whether the monochrome of the McKim, Mead and White era was perhaps having a bit of change-of-life into color. He thereupon wrote to architects asking if they had been using color, and followed by getting the name of the best color photographer in the vicinity who could take pictures of the buildings in question. This procedure resulted in a series of pictures of buildings in which color has been used as a decorative motive.

As to whether this actually constituted a trend, no firm conviction was expressed. The speaker did refer to the fact that in the past many centuries of architecture almost every possible decoration by form had been used, and that, as of today, it was difficult to come up with modeled or carved decoration that does not tend to throw the design back into the traditional era. But, he said, the use of exterior color was new as today and tomorrow, and could have no throw-back to the design periods of the past.

The slides were thus of buildings which by their use of new color materials were very contemporary in flavor. Not all of them, Morris admitted, were good. Some of them were on the dull side. But there was the evidence of earnest design striving to build modern architecture to its full stature—by use of such materials as structural glass, color limestone, terra cotta, tile. Every effort, now or in the past, to build up a firm architectural style, whether that style be Gothic or Rennaissance or Nineteen-Fifty-Five, might dash itself against the rocks of disagreement; but such efforts must be made and made and made so that a percentage of the efforts, however small, might remain as the symbols and the identifications of the style of the day in which we live.

Mr. Morris asserted that he was just searching around, seeking a trend. He was not sure his idea of focus was a valid and controlling thing. It had been in the past and might reasonably be again. But as of now, he assumed, the present direction of architecture was possibly not in the direction of focus-fixing. The design affection of the day is for all-over presentation, with the intent that the eye shall feel the aesthetic impact of the whole structure, rather than of the whole structure intensified by majojr spots of interest.

PRESIDENT PILAFIAN opened the meeting and before introducing the speaker he gave a resume of the actions taken at the afternoon Board meeting. He introduced member Abraham Waranoff and his two sons, Marvin and Ronald, and he called upon Director Maurice E. Hammond to induct five new members, Herbert L. Hawthorne, Frederick S. Horner, Harry S. King, Donald D. MacMullan and Earl A. Roberts.

The President said Mr. Morris sits on both sides of the fence, being a member of the A.I.A. and vice-president of the Tile Manufacturers' Association, Inc. Mr. Morris said he had come to be known as the husband of Faith Morris and the father of Edwin B. Morris, Jr. He added that, since the inauguration of the scrapple breakfasts at Institute conventions he had seen a remarkable advance in the character of design.

EMIL LORCH, F.A.I.A., of Ann Arbor, is chairman of a committee to plan a permanent memorial to the Late George D. Mason, pioneer Michigan architect, who died in 1948 at the age of 92.

The memorial, in the form of a plaque, will be placed in Detroit's Masonic Temple, which Mr. Mason designed.

Gerald G. Diehl, secretary of the Detroit Chapter, American Institute of Architects, is in charge of a campaign to raise funds from architects of Michigan.

Arthur Tennenbaum, of Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects was designated as representative of the Detroit Chapter, American Institute of Architects during the recent visit to Detroit of 14 archtiects and engineers from Germany, Italy and Switzerland.

The visitors, sponsored by the German Educational Travel Association, were conducted through Detroit's new City-County building, Northland Shopping Center and the General Motors Technical Center.

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honor awards

Detroit Chapter, A.I.A.

PURPOSE: The Detroit Chapter of the American Institute of Architects desires to give public recognition to excellence in architectural achievement by members of the Chapter.

ELIGIBILITY: Any building constructed and completed over the past ten years is eligible whether or not it is located in the Chapter area. Where the main office of the firm is outside the Chapter area, it is required that the work have been handled through the Detroit office of the firm by a member of the Detroit Chapter.

CLASSIFICATION: Entries will be judged comparatively in the following general groups:

(1) **Residential**
- (a) Single Dwellings.
- (b) Apartments, etc.

(2) **Commercial and Industrial**
- (a) Stores
- (b) Factories
- (c) Offices
- (d) Restaurants
- (e) Hotels
- (f) Etc., i.e. any building for a profit enterprise.

(3) **Institutional**
- (a) Schools
- (b) Churches
- (c) Hospitals
- (d) Recreational and Community Buildings
- (e) Etc., i.e. any building for a non-profit enterprise.

Any building will be considered regardless of size. Remodeling and additions to existing buildings will also be considered. There will be recognition in the various groups and sub-groups and a Grand Honor Award may be given.

PRESENTATIONS: Entries are to be submitted on illustration or other similar board; mounts should preferably be a maximum height of 40 inches, since this is required in some national competitions. Other size mounts will be accepted. Drawings may be made directly on the illustration board but this is not required. Photographs, photostats, and blueprints are entirely acceptable.

CLOSING DATE: All submissions must be postmarked not later than noon, Monday, August 29, 1955, or be in the office of Mr. W. E. Woolfenden, the Detroit Institute of Arts, 5200 Woodward Avenue, Detroit, Michigan by that time.

JURY: The jury will include three architects from outside the Chapter area, one from a related art such as sculpture, and a layman.

EXHIBITION: It is planned to announce the Awards at a suitable occasion arranged at the time of the September meeting of the Detroit Chapter.

Following action of the jury an exhibition of the competition presentations will be held at the Detroit Institute of Arts.

The exhibition will be handled carefully but the Committee cannot guarantee the exhibitions against damage. Exhibitors will be requested to collect their exhibitions after the closing date of the exhibition.

a.s.l.a. convention

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS will hold its 56th annual meeting at Detroit's Hotel Sheraton Cadillac June 27-29, it is announced by John I. Rogers, chairman of the local committee on arrangements.

A feature of the three-day convention will be an exhibit of materials and methods used in city planning, Rogers said.

Lawrence C. Linnard, program chairman, states that the meeting will open with a reception from 7:00 to 9:00 P. M., Sunday, June 26, and the first business session will be held from 9:00 until 12:00 Monday morning. Following lunch, Robert Foeller, director of the Toledo-Lucas County Plan Commission, will give an illustrated lecture on methods used by his agency for duplication of documents.

From 2:00 to 3:30 P. M. Monday, Harlan Bartholomew, planning consultant, will speak on Comprehensive Planning, and this will be followed by an address by Arleigh Hitchcock, of Grand Rapids, who will outline "Fifty Projects and Teams," as being practiced in his City.

Clair W. Ditchy, F.A.I.A., of Detroit, national president of The American Institute of Architects, will be the speaker at the annual dinner Monday evening.

Tuesday morning Prof. Hubert Owen, head of the landscape architecture department, University of Georgia, will speak on the "National Garden Club Design Problem," and there will be a discussion of "Aerial Surveys and their Application to Planning."

Tuesday morning also, planner Sidney Shurcliff, of Boston, Mass., will discuss "Contemporary Design in Planning," and Tom Wallace, editor emeritus of the Louisville Times, will speak on "Opportunities and Obligations of the Future."

At luncheon Tuesday, Edward Laird and Robert Bills, of the transportation committee will show color movies of the places to be visited by delegates and guests.

Tuesday afternoon Charles A. Blessing, A.I.A., director of Detroit's City Plan Commission, will discuss Detroit's expressways and other features of the urban area plan. Also that afternoon, Dr. Kenneth McFarland, of General Motors Corporation, will speak on "The Responsibility of Industry in Community Development and the Field of Planning."

Wednesday will be devoted to a tour of places of interest in and about Detroit. Special events will be planned for the ladies.

DETROIT BOARD OF COMMERCE does not fare as well, so far as architects are concerned, as do similar boards in Texas. Public Relations Newsletter, issued by Ketchum, Inc., A.I.A. P. R. Counsel, reports that a survey made by the Texas Society of Architects reveals the participation of its members in various civic activities as being most creditable.

The survey is significant in showing that 56% of TSA members are members of their chambers of commerce.

Shame on Us!

Why not get in touch with Art Hyde and remedy this situation? Your Board of Commerce deserves your support.

KENNETH R. PLANK, A.I.A., formerly of Detroit, has just been appointed director of the Metropolitan Planning District of Savannah, Ga., comprising 441 square miles in south Georgia.

Plank went to Savannah last August, as the City's first planning-traffic engineer. Prior to that he had served for a year as associate professor of architecture at the University of Florida in Gainsville.

SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS AND ENGINEERS, as architects for the new heat-treat and plating building for International Business Machines Co. at Endicott, N. Y., have been cited for designing one of the ten significant plants of the year, by the McGraw-Hill publication, Factory.

The winners were selected from 500 plant-of-the-year candidates, and are reviewed in the April issue of the publication.

The IBM plant was cited for its manufacturing process in which corosive liquids and fumes are inescapable, and for the high mark it sets for "efficency, appearance, civic responsibility, and worker safety, health and comfort."

With improved production, quality, maintenance and waste disposal, IBM anticipates annual savings of $680,000—enough to pay for the plant in ten years.

ILLUMINATING ENGINEERING SOCIETY, MICHIGAN SECTION will hold its summer outing at Indianwood Golf and Country Club the afternoon of June 24. There will be golf, swimming, water skiing, fishing and other sports, followed by dinner with entertainment, music and the awarding of prizes.

Overnight accommodations will be available for those who desire them.

Reservations may be made with Thomas Donaldson, 28 W. Lawrence Ave., Pontiac, or William Munro, 25741 Kennedy Drive, Dearborn.

THE COLLEGE OF ACHITECTURE AND DESIGN, UNIVERSITY OF MICHIGAN, announces Phillip John Luth of Cambridge, Massachusetts as winner of the George G. Booth Traveling Fellowship Competition for 1955. Mr. Luth plans to travel in the British Isles and in Europe, carrying forward a research project in architectural acoustics.

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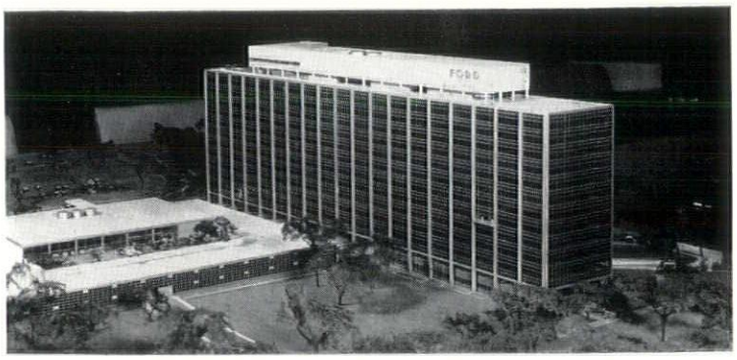

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THE AMERICAN INSTITUTE OF ARCHITECTS has elected to membership and assigned to the Detroit Chapter the following:

Irvin D. Feig, and Arthur H. Sercombe, both of Detroit; Elden Paul Eroh and Maurice B. Kimmins, both of Pontiac; Yoshizo Machida, of Inkster; Phillips Brooks Marcellus, Jr., of Royal Oak; Robert C. Metcalf, of Ann Arbor, and Robert H. Snyder, of Bloomfield Hills.

ROBERT L. MORRIS, RICHARD A. PEARSON, JAMES R. TRIBBEY AND JOHN URBAN have been elected associate members of the Detroit Chapter, American Institute of Architects, it is announced by Lyall H. Askew, Chapter secretary.

Morris, a 1939 graduate of the University of Michigan College of Architecture and Design, is now employed by Maul & Lentz, Architects, of Detroit.

Pearson is a graduate of the University of Detroit, at present employed in the office of William C. Zimmermann and Associates, Architects, in Pontiac.

Tribbey, a native Detroiter, was educated here and he is engaged by Arthur Greig, Architect of Dearborn.

Urban, also a U. of M. graduate, is job captain for Cuthbert & Cuthbert, Architects, of Dearborn.

STUDENTS IN THE COLLEGE OF ARCHITECTURE AND DESIGN at the University of Michigan recently began a campaign to reactivate the Student Chapter of The American Institute of Architecture at the College and to bring it more into unity with the Parent Chapter in Detroit.

The group elected Carl Bradley, President; David Fluke, Vice-President; Paul H. Krueger, Secretary, and C. A. Muschenheim, Treasurer. Professor Ralph W. Hammett, A.I.A. is Faculty Adviser.

Immediately after reorganization, membership was increased from a mere half dozen to more than fifty. Programs have been arranged for the remainder of the current school year and the beginning of the next.

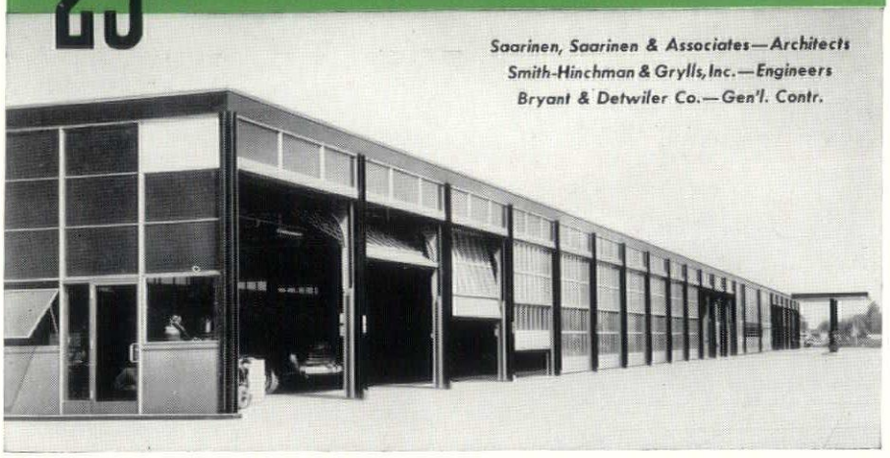
With money made available from the Kaufmann Fund and other sources, the Chapter has initiated a competition among its members for the design of a student lounge in the School of Architecture and Design.

Weekly illustrated lectures by distinguished architects have been held, as well as field trips to various architectural projects of interest, including the General Motors Technical Center and Detroit's City-County Building.

MINORU YAMASAKI, A.I.A., member of the firm of Leinweber, Yamasaki & Hellmuth, Architects, of Detroit and St. Louis, Mo., has been honored by the National Institute of Arts and Letters.

A jury of the Institute cited Yamasaki for outstanding architectural design during the year 1954, and an exhibition of his work in Japan is being shown at the Institute's headquarters in New York City.

25 BYRNE Turnover Doors



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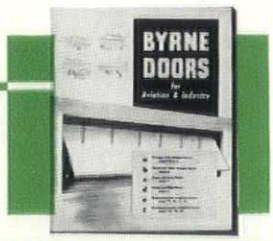

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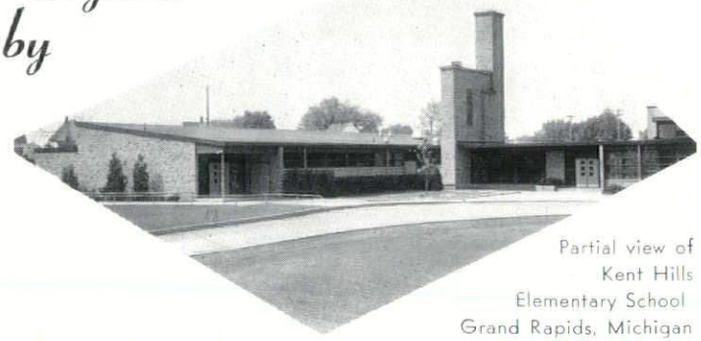

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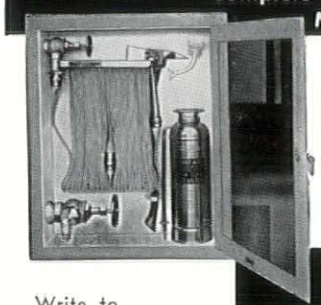

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school committee

EBERLE M. SMITH, A.I.A., of Detroit, a member of The American Institute of Architects National School Building Committee, reports that the committee has been quite concerned regarding the difficulties encountered by most architects in obtaining proper bond protection during the construction of a building.

"Our committee feels that the coming period of keener competition may increase the difficulties in this respect," Smith says, and he adds:

"Similarly, we are anxious to make certain that adequate insurance is being carried by contractors to protect owner, contractor and architect.

"With that goal in mind, our committee met recently with representatives of insurance companies, the Associated General Contractors of America, and William Stanley Parker, F.A.I.A., chairman of the A.I.A. committee on contract documents. The committee agreed that insurance should protect the contractor as well as the owner, and that the suggested amendments recently worked out by the Michigan Society of Architects are desirable."

Smith said that some of the participants in the conference reported cases in which the architects were held liable for accidents when they tolerated careless construction or inadequate safety measures.

Architect members of the committee, Smith concluded, lamented the fact that there is no apparent way of the architect obtaining, while working drawings are in progress, general information as to the underwriters' ratings on different types of buildings, and an effort will be made to overcome this difficulty.

FREDERICK W. FUGER, A.I.A. announces the dissolution of the firm of Arnold & Fuger, formerly at 510 Madison Theatre Bldg., Detroit, and the continuance of his practice under the firm name of Frederick W. Fuger, Architects, with new offices at 18495 Mack Ave., Detroit 24.

Fuger graduated from Georgetown University in 1926, and from the University of Michigan College of Architecture of Design in 1931.

After travel and study in Europe, he gained experience in architects' offices in Boston and Detroit, and he entered his own practice here in 1939.

DAVID W. NESMOUR, A.I.A. announces the removal of his offices from 10260 Gratiot Ave. to 18032 James Couzens Highway, Detroit 35, Mich. The new telephone number is DIamond 1-2185.

Nesmour was born in Russia, and he came to this country at an early age. He was educated at Cleveland, Ohio, where he attended the John Huntington Polytechnic Institute School of Architecture, and Western Reserve University.

After employment in architects' offices of Cleveland and New York, he entered his own practice in Ohio in 1932, continuing until 1934 when he came to Detroit.

C. WILLIAM PALMER, F.A.I.A., Detroit architect is preparing sketches for the Ypsilanti State Hospital Auditorium, to cost approximately $400,000.

Palmer reports also that his office is preparing plans for a headquarters building for the American Legion in Owosso, Michigan, estimated to cost $60,000, and his work under construction includes schools for the Detroit Board of Education, amounting to $1,108,000—Webster School, $975,000; Couzens School, $1,430,000, and addition to Marquette School, $160,000.

Awaiting signing of the architect's contract is a commission for a city hall in a Michigan city.

Also assigned to the Palmer office are two other school projects to cost about $900,000 each. These will materialize some time this year.

THE AMERICAN INSTITUTE OF ARCHITECTS, in Washington, D. C., is making a survey of the participation of architects as planners in the various counties and cities within the Detroit Chapter area, it is announced by Suren Pilafian, Chapter president.

Purpose of the survey, being conducted by Walter A. Taylor, A.I.A., director of the Institute's department of education and research, is to determine to what extent architects are taking part in the planning activities of their communities, Pilafian said.

Included in the survey are the counties of Wayne, Oakland, Ingham, Jackson and Macomb. Also included are the cities of Detroit, Dearborn, Jackson, Lansing, Pontiac, Ann Arbor, Ferndale, Highland Park, Lincoln Park, Royal Oak and Wyandotte.

FRED LeROY PEARSON, registered professional engineer, announces the formation of a new organization for the practice of mechanical and electrical engineering under the firm name of Fred L. Pearson and Associates, consulting engineers, with offices at 1436 Majestic Building, Detroit 26, Mich. The new telephone number is WOodward 5-0188.

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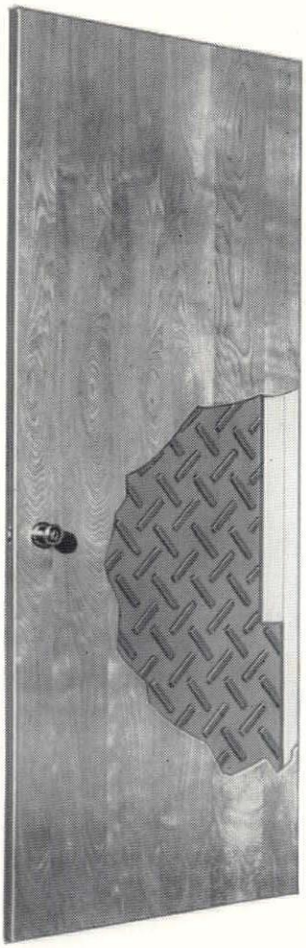

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women's architectural league

May 17, 1955. Wm. E. Bradley, Photos

May Party, Dinner Dance at Women's City Club, Detroit

Picture No. 1 shows (L. to R.) James B. Morison, Mr. and Mrs. Clair W. Ditchy, Mr. and Mrs. Arthur K. Hyde and Mrs. Morison, League President.

2. William H. Odell, Mrs. Talmage C. Hughes, Mrs. Odell and Mr. Hughes.

3. Mr. and Mrs. Hurless E. Bankes, Mr. and Mrs. Frederick W. Fuger, Mr. and Mrs. L. Robert Blakeslee.

4. Frederick J. Schoettley, Mr. and Mrs. Ernest J. Dellar, Mrs. Schoettley, Mr. and Mrs. Allan G. Agree, Mr. and Mrs. Amedeo Leone.

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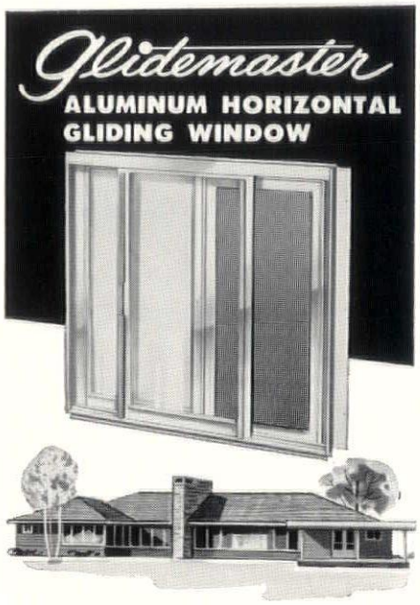

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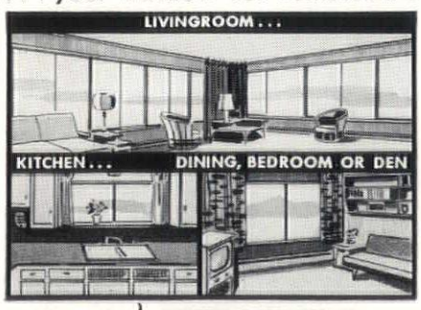

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JOSEPH P. WOLFF, Commissioner, Department of Buildings and Safety Engineering, City of Detroit, has just issued his annual report for the year 1954, to His Honor the Mayor and the Honorable Common Council of the City of Detroit.

After expressing his thanks to them and to other City departments for the valuable assistance received, the Commissioner states:

"The overall spirit of cooperation on the part of architects, engineers, contractors, builders, labor organizations, realtors and neighborhood associations has been more than gratifying, and it is hoped that our relations will continue, as in the past, to lead to better understanding of our mutual problems. To this end, I respectfully solicit their continued good will."

The report reveals that during the past two years the Department, working with others representing a cross-section of the building industry, has undertaken the major project of adopting the basic code of the Building Officials Conference of America to local needs of the City and State, and it concludes:

"The Department is most fortunate to have had the assistance of representatives of the architectural and engineering professions, of builders, contractors and labor, as well as neighboring communities, and, in fact, every organization using or affected by building code regulations. The City of Detroit, together with all who have contributed so much of their valuable time and study to this code revision project, has an enormous investment here, well worthy of all the efforts that have been put into it."

At the last annual convention of the Michigan Society of Architects, honorary membership in that organization was presented to commissioner Wolff, "For his quarter of a century of service rendered to the public and to our profession, that is without parallel, not only in Detroit but throughout the nation as well."

THE MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROF. ENGINEERS AND LAND SURVEYORS announces that House Bill #98 was passed by both the House and Senate of the State Legislature at its regular session of 1955, the 68th Legislature, State of Michigan. The Bill was signed by the Governor of the State of Michigan for immediate effect. The effective date of the Bill is May 11, 1955.

The Bill provides that the total registration fee for Architects, Prof. Engineers and Land Surveyors is now $30.00 instead of $25.00. The applicant must submit $15.00 with his application which entitles him to take the examination one time. Each re-examination requires the payment of $10.00. When the applicant has completed all parts of the examination he is then required to pay an additional $15.00 for his certificate and a 3 year renewal registration. The renewal fee for all applicants has been increased from $10.00 to $15.00 for the three year period.

The fee for reciprocal registration has been increased from $25.00 to $30.00.

All applicants who are repeating any portion of the State Board examination in June 1955 will be required to pay a $10.00 re-examination fee.

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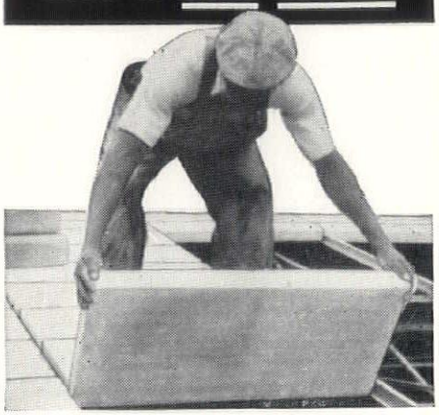

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public relations

In an era in which publicity has become a principal activity of governments, science and industry, education, the professions and institutions of every kind, it is indeed heartening to know that The American Institute of Architects' public relations program is making such progress.

John Welbon Root F.A.I.A., Chairman of the Institute's program, writes, "I feel that our Committee and our Counsel have a difficult and elusive job—a job that cannot show much in the way of results right away. We can point to some success on some project. It is nice to feel that our efforts are bearing fruit and that you think the material that we send out is accepted more willingly by the press, for instance, than in the past. This is certainly of great importance."

Public relations is one of the newest and most powerful forces in our lives today. Nations are utilizing it as a major instrument for peace—and for war, cold and otherwise. The profession of architecture also has a war on its hands—a war of survival—to combat the inroads made upon it by unqualified persons and by the so-called package services and others. Architects of the country must be sold to the country on the basis of a new realism. Formerly public relations was known as press agentry, and the purpose was to get as much free publicity as possible, but the process has become expanded and refined during the past quarter of a century. Many think that modern public relations began in Detroit back in 1929 at a great celebration known as "Light's Golden Jubilee," honoring Thomas A. Edison.

A special stamp was issued at Dearborn, and the story of Edison's invention was reinacted. President Hoover attended and a great deal of publicity resulted. The technique can be used to sell architecture —or breakfast bacon. But the P. R. counsel with imagination would not think of mentioning bacon. Instead he would promote the idea of the beneficial effects of heartier breakfasts. And what do people eat for breakfast? Bacon and eggs.

In Hollywood, the drum-beaters are known as "publicists." A likely tale deals with a Hollywood publicist who dreamed up a fictitious character called Col. Farrington, supposedly a famous showman. For months stories were planted in trade papers and columns linking Col. Farrington with his clients. For example: "Col. Farrington, the well-known producer, is negotiating with Sam Sokoloff to direct his next play."

This went on until a reporter on one of the trade papers could no longer countenance the fakery, so he wrote a paragraph for his paper stating:

> "New York—Col. J. P. Farrington, noted producer died today of a heart attack."

But the resourceful press agent was not so easily sidetracked. The next day he planted another story:

> "New York—H. M. Farrington, brother of J. P. Farrington, announced today he will take over the affairs of the late producer."

convention

"DESIGNING FOR THE COMMUNITY" will be the theme of the 87th annual convention of The American Institute of Architects to be held in Minneapolis, Minn., June 20-24.

The subject gives timely recognition to the fact that buildings are units of the communities in which they exist, and as such their architects must be aware of the planning concept of the area of which they are a part.

Another seminar, on the subject "Keeping the Client a Friend," will be conducted under the auspices of the A.I.A. Department of Education and Research and the committee on office practice. The final day there will be round-table discussions on regional and chapter problems which will have particular interest to chapter officers and committee chairmen.

The week-end prior to the convention will be devoted to meetings of the A.I.A. Board of Directors, the National Council of Architectural Registration Boards, the Association of Collegiate Schools of Architecture, the National Architectural Accrediting Board and the Producers Council.

The Gold Medal, highest professional honor given by the Institute, is to be awarded this year to Willem Marinus Dudok, the distinguished architect and city planner of Hilversum, Holland. Mr. Dudok has been invited to address the convention.

Other honors to be given at the convention are the Fine Arts Medal, to the Croatian sculptor Ivan Mestrovic who is now teaching and working at Syracuse University; and the Craftsmanship Medal to calligrapher John Howard Benson of Newport, Rhode Island. The Fine Arts Medal is the highest honor the Institute can bestow in fine arts other than architecture and the Craftsmanship Medal the highest honor for craftsmanship in the industrial arts.

An Award of Recognition of an Organization for Distiguished Achievement in Architecture or other Planning will be made to the Kohler Foundation Incorporated for the restoration of Wade House, Greenbush Village, Wisconsin.

Turpin C. Bannister, FAIA of Urbana, Illinois, who did the final editing of "The Architect at Mid-Century" will receive the Edward C. Kemper Award; while a citation of Honor will go to the Reinhold Publishing Company of New York for its work in producing, at considerable risk, the two-volume Report of the Commission for the Survey of Education and Registration.

The Danish architect Kay Fisher of Copenhagen will be made an Honorary Fellow. Honorary Memberships are to be awarded to the poet, writer and historian, Carl Sandburg of Flat Rock, N.C.; James W. Follin, Commissioner, Urban Renewal Administration, Housing and Home Finance Agency, Washington D.C.; George B Melcher, Flour City Iron Works, Minneapolis, Minnesota; and C. D. Spragg Secretary, Royal Institute of British Architects, London.

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bulletin board

ROGER N. M. I. ALLEN, F.A.I.A., of Grand Rapids has received many honors for being distinguished in various fields—as daily columnist, toastmaster, after-dinner speaker, author, on the radio, TV, etc. (He has no middle initial, so we've given him three. They stand for no middle initial.) He's done pretty well for himself architecturally too—and sartorially.

When he decided to have some of his suits made in New York, he asked his local tailor to send on his measurements. Upon receiving them, the New York tailor took them into the work room for consideration and discussion. After studying them for some time, he said, "oh, heck, there isn't any such person."

ADRIAN NELSON LANGIUS, F.A.I.A., of Lansing, has a bright teen-age son named Thomas Adrian. We like his initials—they spell TAL.

Recently, Thomas was discussing with his father what he wanted to be when he went out into the world, and what courses he should take in college. After mentioning several professions, he said, "well, if worse comes to worst, I can always be an architect."

JOHN BARRYMORE is quoted as saying, "one of the regrets I have had is that I couldn't sit in the audience and watch me." Sounds like Frank Lloyd Wright.

Mr. Wright has a most distinguished disciple in Michigan in the person of Alden B. Dow, A.I.A. When the Dow's visited the Wrights at Taliesin, in Wisconsin, not so long ago, the two ladies remained in the living room while the men folk retired to the library. Alden relates that Mr. Wright talked a blue streak all the while and didn't give him a chance to get in a word edgewise, then when they joined the ladies again Mr. Wright said, "Alden, that was a very interesting conversation we just had."

DETROIT: THE FASHION IS R.P.M. is the title of an article in the June issue of Esquire, by George Tripp, who designates it as the City that swept a nation of its feets.

The author quotes Charles F. Kettering as saying, "in this town you've got to keep running to stand still." Much of this is because of the people who visit Detroit. One stopping at the Sheridan-Cadillac was called by the desk and told that a Cadillac had been delivered to him out front. He said, "sign for it and put it on my bill."

ARCHITECTURAL CRITICS have not been as outspoken as literary critics. Perhaps it's because they fear the consequences.

The story is told of a drama critic who wrote that a certain actor was the world's worst. A suit resulted, and upon reviewing the actor's next performance, the critic just said he was not up to his usual standard.

MICHIGAN STATE COLLEGE is now Michigan State University. In earlier days, when it was named Michigan Agricultural College, it was said by some that it was a cow college. Now U. of M. students are saying it's just the udder university. It's all in fun M. S. U.

GARDEN TOUR of Womens' Architectural League to homes in the Grosse Pointe area included some large estates. At one the maid said, "no pictures please, some gangsters have been casing the place."

architects in the news

arkansas

HOWARD EICHENBAUM, A.I.A., a Little Rock architect has been chosen to advise the State Department on its plans for a United States building at the International Building Exhibit next year at Berlin. Eichenbaum, a vice president of the A.I.A., was named by the Institute as its representative on the project.

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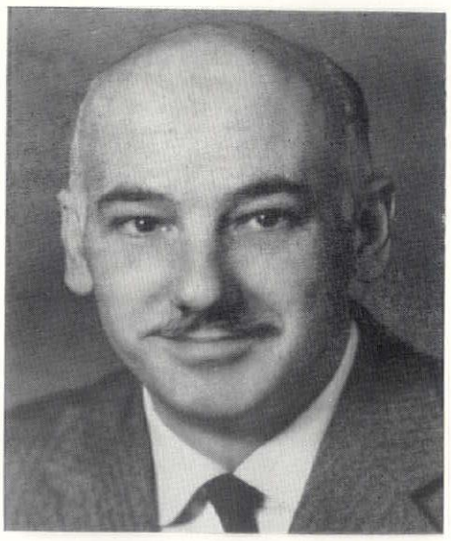
california

WELTON BECKET, F.A.I.A., head of the architectural and engineering firm of Welton Becket, and Associates of Los Angeles, has announced the opening of an office in Cairo, Egypt, with an initial staff of 24 architects, engineers and designers.

Heading the Middle-East office is James McKeown of Los Angeles who will also be the project architect on the Hilton Nile, the latest commission awarded Welton Becket by Hilton Hotels International, Inc. This brings to six the regional headquarters now operated by Welton Becket and Associates. Other offices are in San Francisco, Dallas, Kansas City, New York City, Havana, and Sao Paulo, Brazil.

THE TRI-COUNTIES CHAPTER, A.I.A., will serve as the sponsor of the Student Chapter, A.I.A., at the California State Polytechnic College at San Luis Obispo. The professional chapter, headed by Roy Cheesman, president, will co-operate with the 160 students of the Cal Poly architectural engineering department, devoting time to tours and other events.

It was announced that Santa Barbara will be host for the annual convention of the California Council of Architects in October.



EMIL C. FISCHER, A.I.A.

kansas

EMIL C. FISHER, A.I.A., now professor of architecture at Ohio State University, has been appointed head of the Department of Architecture at Kansas State College, it is announced by Dean M. A. Durland of K-State School of Engineering and Architecture.

The new Head succeeds Paul Weigel, Head of the Department since 1924. Professor Weigel will be retired July 1. Prof. Fischer has been on the staff of the University of Michigan, Cornell, Pratt Institute and Columbia University. He has also practiced architecture in New York, and collaborated on several Broadway theatrical productions.

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tennessee

MEMPHIS ARCHITECTS, through their professional organization, have honored one of their members, Alfred L. Aydelott, by calling the community's attention to "his achievements and his effect upon the culture of the South."

Memphis Chapter, A.I.A., noted that Aydelott, "has produced architectural works—recognized in this country, in Europe and in South America." He has, they say, "successfully engaged in national competition." He served Yale University and Carnegie Tech, "and in many ways encouraged the young men of the architectural profession."

The Memphis Architects' recognition of their competitor comes at the same time as recognition of his work by the magazine Progressive Architecture.

Aydelott's work—most of it in other cities—demonstrated a "sympathetic understanding of needs, prejudices and true desires, along with the ability to show each client what is possible, what is workable, what is beautiful," says Progressive

texas

SAN ANTONIO CHAPTER, A.I.A., presented ten awards to architects and practitioners of related crafts at an awards dinner held in connection with the state wide celebration of Texas Architects' Week. Tom Creighton, editor of Progressive Architecture, presented the following awards:

Honor Awards, All Classes: Bartlett Cocke and O'Neil Ford, for Trinity University dormitory.

Residential Merit Award: Ross-Nicholson Associates, residence of Cerf Ross.

Residential Honorable Mention: Valdez and Williams, sale house.

Churches Merit Award: Milton A. Ryan, Univ. Presbyterian Church.

Schools Merit Award: Phelps, Dewees and Simmons, San Antonio College group.

Schools Honorable Mention: Addis E. Noonan Assoc., Alice public schools.

Commercial Merit Award: Reginald Roberts, Professional Center.

Commercial Honorable Mention: Atlee B. and Robert M. Ayres, International Airport, San Antonio.

Henry Steinbomer presented special citations: a crafts award to William Herbsleb for masonry, and a creative arts award to Miss Mary Green for ceramic figures and other decorations incorporated in the design of buildings of all types.

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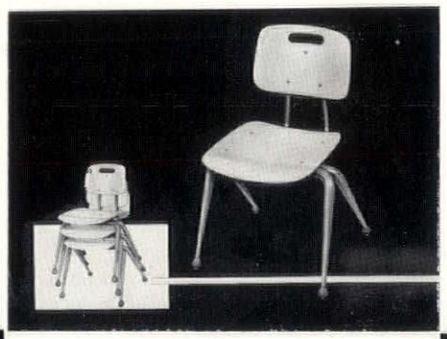

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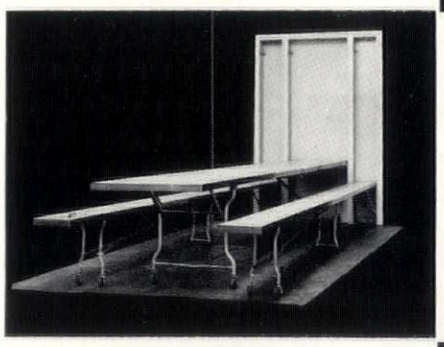

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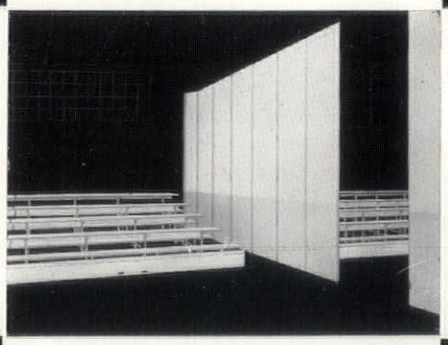

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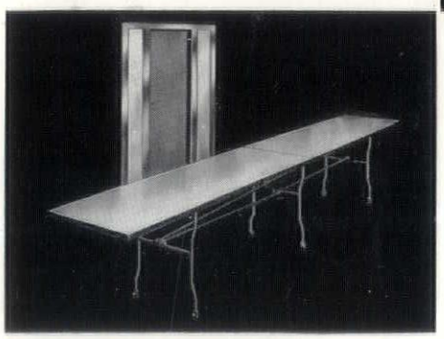

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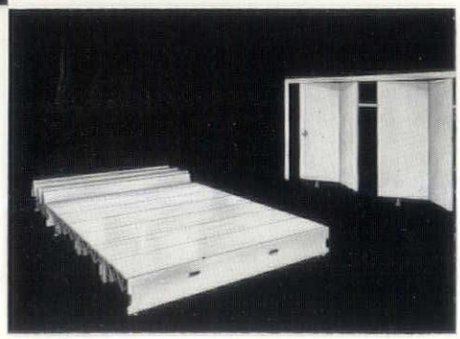

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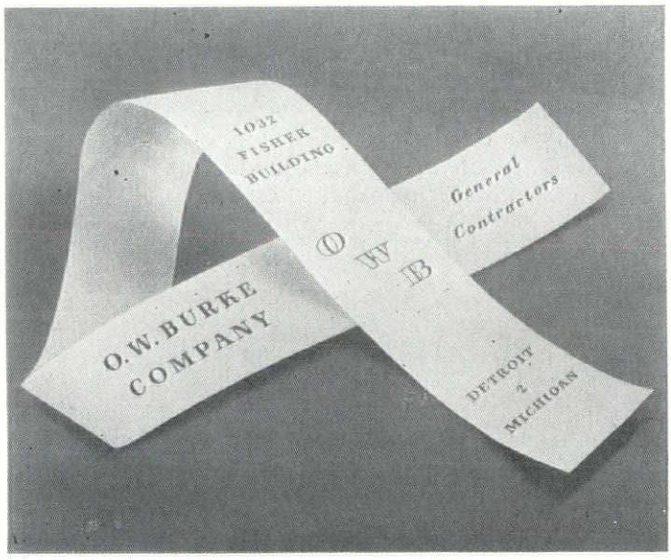

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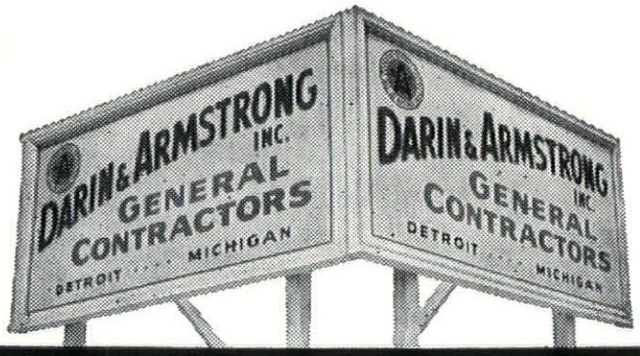

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MULCAHY & COLLINS announce the appointment of E. J. (Ed) Vallier as Western Michigan Representative.

Vallier will headquarter in Grand Rapids at The Builders and Traders Exchange, 200 Ionia Avenue, N.W., Grand Rapids 2, Michigan, Telephone Glendale 8-1173.

DAYTON L. PROUTY of Dearborn, Mich., vice-president of the Zonolite Co., was elected president of Vermiculite Institute of Chicago at the group's 14th annual convention held recently at the Lago Mar Hotel at Fort Lauderdale, Fla. He succeeds Lorne G. McDiarmaid of Vancouver, B.C., vice-president of Insulation Industries, Ltd.

Charles Goyer of Montreal and C. H. Wendel of Los Angeles, Cal., were named to the board of directors. W. J. Bein, vice-president of Zonolite Co., Chicago, was re-elected treasurer, and Edward R. Murphy of Chicago was returned as managing director.

With an attendance of 80 members and guests, this was the largest and fastest-paced meeting in the Institute's history. Guest speakers included Clair W. Ditchy, president of the American Institute of Architects; E. F. Venzie, president of the National Bureau for Lathing and Plastering; Stanley Smith, president of Concrete Construction Co. at Columbia, S. C.; and Theodore Riedeberg of New York City, agri-chemical expert and consultant to the vermiculite industry on the agricultural uses of the mineral.

Discussing the future of building construction, Mr. Ditchy predicted that houses will be better and cost less, and that marked improvement will come about through mass production. Mr. Venzie reviewed the progress made by the National Bureau for Lathing and Plastering to revitalize the industry through an extensive advertising and public relations program. Stanley Smith described a new pump for installing vermiculite concrete roof decks, which can cover 1,500 to 1,800 sq. ft. per hour with a two-inch thickness.

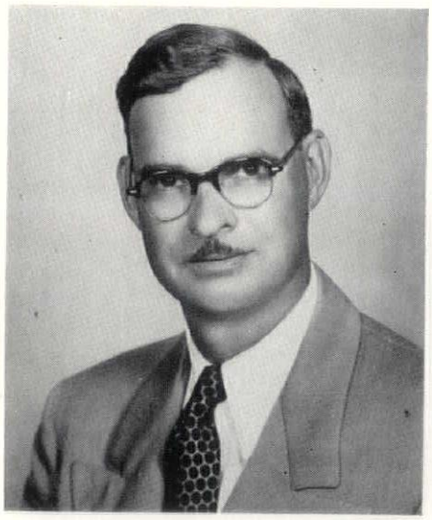
In his address, "Ascending Sales," A. T. Kearney, president of Zonolite Co., disclosed that in the last four years his firm has spent a sum for research equal to 4½ per cent of gross sales—a high percentage for any company, but justified due to the comparative newness of vermiculite.

Of interest to residential builders is a pitched roof of vermiculite concrete installed on three Memphis homes, described by C. R. Babb of St. Louis. This deck was installed at a saving of 20¢ per square foot compared with the conventional roof, Babb stated.

Discussing the impact of the machine age on the plastering craft, C. H. Wendel said that southern California which has the greatest concentration of machines for applying lightweight plaster also has the greatest labor shortage in the plastering industry. This is a significant indication that mechanization does not result in fewer jobs for the journeyman, Wendel added.

L. K. Irvine of Salt Lake City, Utah, reported on the new First Security Building under construction there—the first multi-story building to be erected in that area in 19 years and one of the first to take advantage of the 5-hour fire rating recently issued to machine-applied vermiculite concrete spandrel wall construction. Although this is only a 12-story building in the main, 79 by 108 ft., the space-saving with this thinner type of wall construction represents $16,000 in annual rentals, Irvine said.

DAYTON L. PROUTY



WILLIAM A. SNURE

WILLIAM A. SNURE, president of Unistrut Detroit Sales Company, Wayne, Michigan was elected president of the Producers' Council, Inc. Michigan Chapter, at the annual business meeting held May 9 at Hotel Fort Shelby, Detroit.

Other officers elected were Walter W. Sandrock of U. S. Plywood Corp., vice president; Charles W. Trambauer, American Air Filter Co., secretary and Donald T. Ollesheimer, Fiat Metal Mfg. Co., treasurer.

Among those who attended the dinner were Charles Garascia, George Hamilton, Thomas Schwer, H. J. Krueger, Arthur Henson, Frederick Muller, James Kelly, F. J. McTamny, Albert Genga, Clyde Oakley, William Commons, William Ogden, Marvin Stone, Henry Hall, Herbert Broughton, Jay Simpson, Peter Hambleton, Robert Upchurch, E. L. Williams, Herbert Starkey, Roy Smith, Russell Montgomery, Jr., E. D. Pieri, Jr., Frank Witkowski, Louis Ollesheimer, John Gabel, Wright Hitt, Paul Marshall, Donald Burford, Wayne Mohr, H. W. Somershoe, Ralph Roach, Albert Hann, Ernest Baker, W. J. Oliver, James Bowton and Eugene Smaltz.

DETROIT ACOUSTICAL CONTRACTING CO. announces the occupation of expanded office and warehouse quarters at 14001 Intervale Avenue, Detroit 27, Michigan. New Telephone Number VErmont 8-7265. George C. Adams is president of the company.

MODERNFOLD DOOR SALES COMPANY announces the opening of its Michigan Sales and Service Center at 18515 James Couzens Highway, Detroit 35, Mich.

GEORGE W. AKERS COMPANY, Manufacturers' Representatives, at the end of one year in their own office and warehouse, are better equipped than ever to give pick-up service. New location is two blocks east of Woodward at 443 East Nine Mile Road, Ferndale, Michigan.

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Just outside Detroit on East Eight Mile Road, you will find a magnificent new steel fabricating plant. It is the new home of one of Detroit's well known and outstandingly successful corporations—The R. C. Mahon Company.

Now one of the largest steel fabricators in the country, The R. C. Mahon Company has a history of steady, healthy growth based on sound business principles. Its eight major divisions each specializing in some phase of steel fabrication or service to industry, are steadily expanding.

In any other community, not overshadowed by the giants of the automobile industry, The Mahon Company would stand out as an exceptionally healthy giant in its own right. From a small beginning as a roofing contracting firm in 1912 in a small, one-story building at St. Aubin and Gratiot Avenue, it has evolved into a corporation which in 1955 will report a total volume of over $50,000,000, with a capital and surplus of $13,667,541.

The new plant exemplifies the basic operating principles of The R. C. Mahon Company. Its layout is planned for ultimate efficiency in the flow of materials through the various processing departments. For instance, modern equipment for handling and machining gigantic components for electrical generating systems makes the work move as smoothly as the machining of a tiny electric switch.

The eight major divisions of the company, each came into being to meet specific needs in many industries. Besides the normal production of many standard heavy steel products, the divisions can design, build and install any number of highly specialized fabricated steel items, ranging from machine-tool bases to rolling steel doors. The divisions are Steel-Weld, Industrial Equipment, Steel Warehouse, Structural Steel, Insulated Metal Wall, Rolling Steel Door, Steel Deck and Form, and Roofing and Sheet Metal.

The huge organization of today is a far cry from the small beginning of the company in 1912. From a downtown office that was its headquarters as a roofing contractor, the company moved to larger quarters when sheet metal work became a part of the business. This building, in turn, was outgrown by 1915 and new quarters were obtained to provide room for producing metal clad fire doors. By 1921, the Industrial Sheet Metal Department was formed to take care of new business. This department designed and built for the automobile industry a variety of blow pipe and exhaust systems, ventilating equipment, spray booths and ovens. During the early '20's, when automobile body frames were built of wood, body manufacturers used Mahon equipment to exhaust tons of shavings and sawdust as well as the toxic fumes of cellulose finishing processes.

About the same time, the officers of the company formed a new corporation known as the Detroit Steel and Conveyor Company. This was basically a conveyor and millwright engineering project but it was expanded to include the fabrication and erection of structural steel for buildings and other structures. In 1925, the name was changed to the Mahon Structural Steel Company. Later, the company was merged into the parent company as the Structural Steel Division.

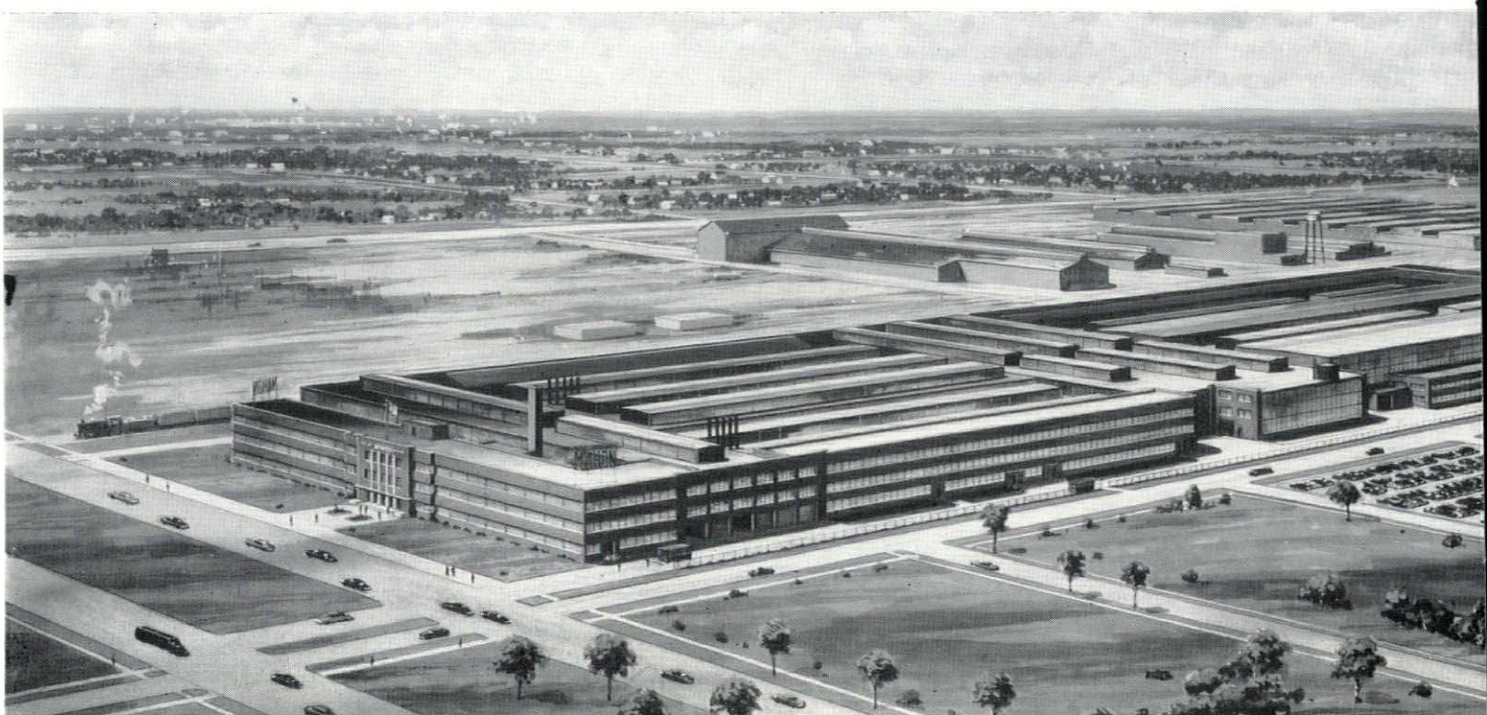
This division is still one of the busiest. It fabricates huge bridges and viaducts built by Mahon. This group includes of all types, as well as structural steel frames for industrial and commercial buildings. These are shipped to all parts of the country where R. C. Mahon construction crews erect them. That's another phase of the company's operations—its wide-flung activities in many major engineering fields.

Though most of the company's 2,200 employees are in Detroit, many are located throughout the country. Employing local labor on the job site, they supervise the installation of Mahon products.

Many river dams and canal locks can boast of Mahon-built gates that hold back billions of gallons of water. The heaviest arch trusses ever built—the ones supporting the huge dome of the Cincinnati railroad station — are Mahon products. Practically every industry that paints or coats fabricated metal uses spray booths, flow coaters, or dip coaters designed and built by Mahon. This group includes everything from automobiles and kitchen appliance manufacturers to farm implement and truck trailer builders.

The Industrial Equipment Division not only fabricates and installs painting booths but also plans, engineers and installs complete finishing systems, including equipment for cleaning, pickling, rust-proofing, painting and baking the finishes on all kinds of metal products. It produces core ovens for foundries as well as the Mahon-patented Hydro-Foam Dust Collector and Fog-Filter and many other units of special plant and production processing equipment. A manufacturer who needs special units of production equipment can call on the Mahon company to design and build them.

In 1926, Mahon began the manufacture of steel roof deck. Later, a similar type of rolled steel was developed into insulated metal walls and prefabricated insulated metal wall panels. The wall panels



R. C. MAHON

WALTER F. SHEETZ

are covered with aluminum, or steel—stainless, or galvanized—and provide tremendous insulating qualities. By varying the exterior surfaces of the panels, pleasing architectural expression can be given to any type of building, large or small.

Another division was added to the company in 1928 to manufacture a complete line of rolling steel doors, grilles, and automatic underwriters' labeled rolling steel fire doors. Great numbers of them, in a variety of sizes, are used in industrial buildings and commercial buildings.

The Steel Warehouse Division has a capacity of 150,000 tons per year. Facilities for shearing and cutting a myriad of shapes and sizes of all kinds of steel are available.

One of the most important divisions of the company is the Steel-Weld Division. With the improvement of welding processes after World War I, large machine manufacturers began to experiment with welded steel for machine bases and frames. Their aim was to eliminate castings which had disadvantages of high pattern costs and great weight. The R. C. Mahon Company helped to develop some of these processes and today is a leader in Steel-weld fabrication.

Huge frames for massive engines and industrial presses are part of the Mahon product list. There are also facilities for magnetic and radiographic inspection, stress relieving and machining these monstrous steel parts that may weigh as much as fifty tons. The size and complexity of the equipment for handling these large pieces seem to dwarf average machine shop facilities into hand tools.

Not a Division but, nevertheless, highly important is the Experimental Department. Here constant research is carried on to develop new methods, processes and devices for improving Mahon products. Developments such as the Mahon Insulated Metal Walls, Cel-Beam Floor Systems, Permanent Concrete Floor Forms, the Mahon Patented Airflow Switch and Fire-Jet Heater, Hydro-Foam Dust Collector, Hydro-Filter Spray Booth unit, and paint overspray segregators used in connection with Mahon Finishing Systems are examples of this department's work.

It includes a maze of scientific equipment for experimental processes and for radiographic and magnetic inspection of metals, stress analysis and normalizing. Construction materials and methods are also constantly under close scrutiny by experts in search of new uses and new methods of using Mahon building products.

But behind all these huge facilities and efficient methods is the engineering staff of the company. One of the largest in the country, it utilizes the skills of men from many different mechanical fields. From designing and building a bridge or a building, to the intricate processes used in painting metals that will be bent and twisted, they represent an area of knowledge that is extremely vital to the industries of our country.

Russell C. Mahon, founder of the company and chairman of the board, is a man whose experience, gained through years of intimate association with all phases of steel fabricating and processing, has been one of the major guiding forces in the growth and expansion of the company.

Walter F. Sheetz, president, has been with Mahon since the roofing company days of 1912.

Vice presidents are Frank J. Bomerscheim, Leston F. Chatfield, Charles L. Chubbuck, W. Henry Duffy, David J. Dugan, Wallace Herdlein, and Raymond J. Kraemer. Harry J. Lowther, Jr. is secretary and treasurer.

The magnitude of The R. C. Mahon Company's operations is a reflection of the capabilities of its officers and personnel. They still build roofs, but now they can build the industrial plant or the skyscraper which supports the roof.

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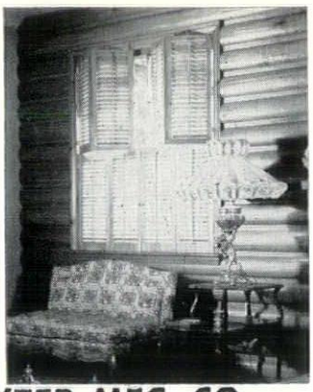

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Active Membership in the Michigan Society of Architects is composed of corporate members of The American Institute of Architects, through the three Michigan Chapters (Detroit 405, Saginaw Valley 26, Western Michigan 104, & Non-Resident members 107.) Total 642.

The Society has four Honorary Members, W. Hawkins Ferry, 17100 E. Jefferson Ave., Grosse Pointe 30, Mich., Marshall Fredericks, Sculptor, 113 N. Woodward Avenue, Royal Oak, Mich., George H. Miehls, President of the Albert Kahn Associated Architects and Engineers, Inc., 345 New Center Bldg., Detroit 2, Mich., and Joseph P. Wolff, Commissioner, Dept. of Bldgs. & Safety Engr., 4th fl., City-County Bldg., Detroit 26, Mich.

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Above Left to Right: Fay Ward, William Covey, Les Manning, Robert Davis, Fred Wolf, Henry Nosakowski, Lyall Askew and Walter Ziemba.

Right: Chet Jaros (left) receiving Detroit Brick & Block Trophy for Herman & Simons —The Winning Team.

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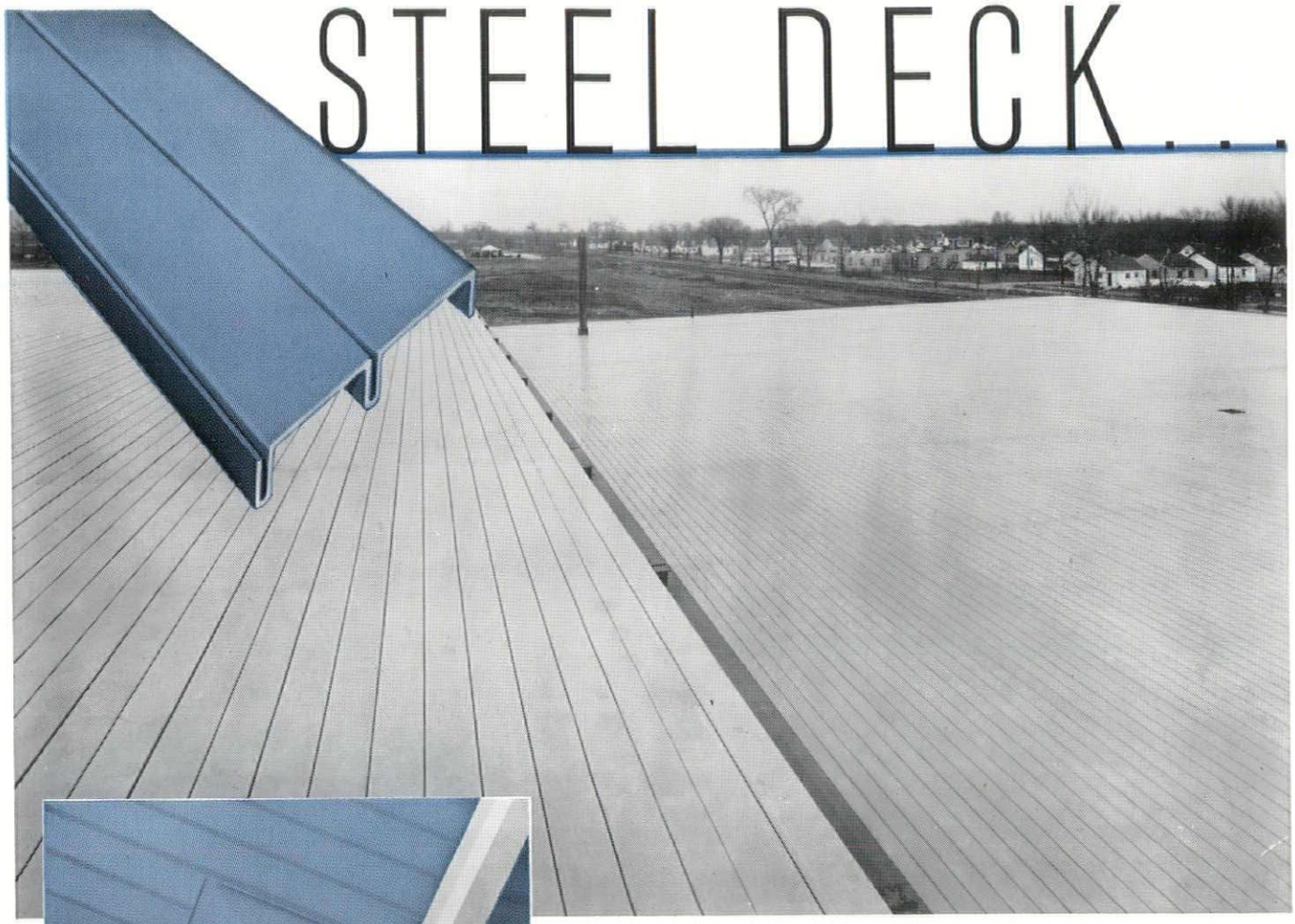

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